* * * * * * * * *

WISN-TV (Milwaukee, WI)

* * * * * * * * *

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candid	ate/Issue	Demo	CRATIC	SENA	TORIAL CAM	DAIGN CE	MMITTEE	23
Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)			2/12.	- 11/6	1/12			
						<u>Initials</u>		
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	')		Date:	10/9/12	@	-	
2.	Original contract showing requested time (when available)			Date:	8/13/12	E	-	
3.	Updated contracts as order changes.			Date:	9/20/12	æ	- whole	11/29
4.	Invoice of schedule as actually broadcas including amount of rebates given (exac date, time, class of time and amount for each rebate), if any			Date:	10/2/12 10/5/12 10/5/12 1/8/13	A CONTRACTOR OF THE CONTRACTOR	10/19/12 10/15/12 10/18/12	1929/K 10/30/K
			Checkli	ist Comp	pleted:			
		By: Date:	_ &	18/13				
				/				

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and ℓ	Location:	uniwo			te: ///z
		NAGELIE		ii	
o hereby reque	est station time conce	erning the follo	owing issue:		
		DSCC	1E		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		13			
	As	OR I	ÆRED		
10 14 Higher 14					
Total Char	ges:			Latter Latter	
his broadcast t	time will be used by		DSCC-1E		
	orogramming (elating to any				
	Yes			□ No	

For programming that "communi importance," list the name of the office(s) being sought and the dat	legally qualified candidate(s) th	e programming refers to, the
For programming that "communic importance," attach Agreed Upon		political matter of national
I represent that the payment for the	he above described broadcast tir	ne has been furnished by:
05	occ -lE	
and you are authorized to announg furnishing the payment, if other the		person or entity. The entity
a corporation; a commi	ittee; \square an association; \square o	or other unincorporated group.
agonis of the ontity are harried out	on (ma) or anarona separately	WASHINGTON DC. 2003
THIS STATION DOES NOT DIS OF RACE OR ETHNICITY IN TR		ISCRIMINATION ON THE BASIS ISING.
I agree to indemnify and hold harmle reasonable attorney's fees, that may advertisement(s). For the above-sta transcript, or tape, which will be d before the time of the scheduled by	ensue from the broadcast of the ated broadcast(s), I also agree lelivered to the station at least	above-requested to prepare a script,
TO BE SIG	NED BY ISSUE ADVE	RTISER
VIZIL IS		202 - 338 - 8700 Contact Phone Number
V	ED BY STATION REF	
☐ Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	OF	DER	ED	

Tota				
INTA		7	\mathbf{r}	•
1.004	-	* * *	: 4	

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	/ision		Alt Order#			
	939457	1		06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #				-		
10/02/12 - 11/06/12	1533						
<u>Advertiser</u>			Ori	ginal Date /	Revision		
Democratic Senatorial Ca	ımpaign Com	mittee	0	8/03/12	/ 08/13/12		
	Billing Cycle	Billing	Cale	endar	Cash/Trade		
	EOM/EOC	Broadcast			Cash		
	Station	Accour	nt E	xecutive	Sales Office		
	WISN	Will Hil	ldeb	randt	HRP -Washingto		
	Special Handl	ing		,			
	Demographic						
	Adults 35+						
	IDB#	Adverti	iser	Code	Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		

Spots/

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
N 1 WISN 10/02/	12 11/02/1	12 General He	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02/	12 11/02/1	2 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
N 3 WISN 10/02	/12 11/02/1	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
N 4 WISN 10/02	/12 11/02/1	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/02	/12 11/02/1	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				1		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				<u> </u>		
								_		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to slation. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



10/21/12

10/28/12

11/04/12

End Date

10/14/12

∴ 10/14/12

11/02/12

*Line

6

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/08/12

N 10 WISN 10/02/12

Start Date

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

-TWTF--

-TWTF--

-TWTF--

-TWTF--

Weekdays

-TWTF--

DR. OZ

2

2

2

2

Spots/Week

3

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Original Date / Revision <u>Advertiser</u>

sn.com										2.011	
JII. OGRIJ				ם	emocratic S	enatorial Ca		08/03/12 / 08/13/12			
						Spots/					
Ch Start	Date End D	ate Descripti	on	Start/End Tim	e Days	Length Week	Rate	Type S	pots	Amount	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>							
k: 10/15/12	10/21/12	-TWTF	2	\$750.00							
k: 10/22/12	10/28/12	-TWTF	2	\$750.00							
k: 10/29/12	11/04/12	-TWTF	2	\$750.00							
WISN 10/02		12 ANDERS	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.0	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>							
k: 10/01/12	10/07/12	-TWTF	2	\$225.00							
k: 10/08/12	10/14/12	-TWTF	2	\$225.00							
k: 10/15/12	10/21/12	-TWTF	3	\$225.00							
k: 10/22/12	10/28/12	-TWTF	3	\$225.00							
k: 10/29/12	11/04/12	-TWTF	4	\$225.00							
WISN 10/09			W	12P-1P		:30		NM	8	\$2,400.0	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>							
k: 10/08/12	10/14/12	-TWTF	2	\$300.00							
k: 10/15/12	10/21/12	-TWTF	2	\$300.00							
k: 10/22/12	10/28/12	-TWTF	2	\$300.00							
k: 10/29/12	11/04/12	-TWTF	2	\$300.00							
WISN 10/02		12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				Į			
k: 10/01/12	10/07/12	-TWTF	2	\$400.00				I			
k: 10/08/12	10/14/12	-TWTF	2	\$400.00							
k: 10/15/12	10/21/12	-TWTF	2	\$400.00				f			
k: 10/22/12	10/28/12	-TWTF	2	\$400.00				j			
k: 10/29/12	11/04/12	-TWTF	2	\$400.00				ŀ			
WISN 10/02	2/12 11/02/ ²	12 3-4p		3-4p		:30		NM	10	\$5,000.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,	
k: 10/01/12	10/07/12	-TWTF	2	\$500.00							

:30

NM

10

\$6,000.00

2	\$600.00				
2	\$600.00				
2	\$600.00				
2	\$600.00		i		
2	\$600.00				
= 5p	5-530pm	:30	NM	14	\$14,000.00
Spots/Week	Rate				Ψ1 1,000.00
2	\$1,000.00				
3	\$1,000.00				
3	\$1,000.00				
3	\$1,000.00				
3	\$1,000.00				
- 5a	5-6A	:30	NM	15	\$5,250.00
Spots/Week	Rate				40,200.00
2	\$350.00				
	2 2 2 2 F 5p Spots/Week 2 3 3 3 3 3	2 \$600.00 2 \$600.00 2 \$600.00 2 \$600.00 F 5p	2 \$600.00 2 \$600.00 2 \$600.00 2 \$600.00 F 5p	2 \$600.00 2 \$600.00 2 \$600.00 F 5p 5-530pm :30 NM Spots/Week Rate 2 \$1,000.00 3 \$1,000.00 3 \$1,000.00 3 \$1,000.00 3 \$1,000.00 5-6A :30 NM	2 \$600.00 2 \$600.00 2 \$600.00 F 5p 5-530pm :30 NM 14 Spots/Week Rate 2 \$1,000.00 3 \$1,000.00 3 \$1,000.00 3 \$1,000.00 3 \$1,000.00 5-6A :30 NM 15

\$500.00

\$500.00

\$500.00

\$500.00

Rate

4P-5P

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$350.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified,



	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria	i	riginal Date / Revision 08/03/12 / 08/13/12

*Line Ch Start	Data End (Date Descripti	on	Ot- 4/5 - 4 T	_	Spots/				
Start Date	End Date	Weekdays	Spots/Week	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Week: 10/15/12	10/21/12	-TWTF	3	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00				l		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10/02	2/12 11/02/	12 News M-F	6р	6-630pm		:30	·	NM	14	£46 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		100		14141	14	\$16,800.00
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$1,200.00				1		
Week: 10/15/12	10/14/12	-TWTF -TWTF	3	\$1,200.00				1		
Week: 10/22/12	10/28/12	-TWTF	3 3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00 \$1,200.00				i		
N 14 WISN 10/02										
Start Date	End Date	Weekdays	Spots/Week	6-7A Rate		:30		MM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -TWTF	Spots/Week 2	Rate						4.0,200.00
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00 \$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
N 16 WISN 10/02/	/12 11/02/ ⁻	12 Good Morr	ing America	7-9a		:30		NINA		204
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	4	\$1,000.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	5 5	\$1,000.00						
N 17 WISN 10/02/				\$1,000.00						
Start Date	End Date	2 LIVE WITH Weekdays	Spots/Week	9-10am		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26/		2 2020		Fri 9-10p		:30		NM	1	£2 000 00
<u>Start Date</u> Week: 10/22/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				14141	'	\$3,000.00
	10/28/12	1	1	\$3,000.00						
N 19 WISN 10/08/ Start Date			Omete AAL /	Prime Other		:30		NM	5	\$25,000.00
Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u>					-	2-21000.00
Week: 10/15/12	10/21/12	1	1	\$5,000.00 \$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
				•				I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and service, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Start Date End Date

Weekdays

Spots/Week

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

*Line Ch Start	Date End F	ata Descriptio	an.	Ctort/Find Time	D	Spots/		_	_	
Start Date		Weekdays		Start/End Time	Days	Length Week	Rate	Type 9	Spots	Amount
N 20 WISN 10/2			Spots/Week	Rate						
Start Date		Weekdays	Spots/Week	Mon 9-10p <u>R</u> ate		:30		NM	2	\$8,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
Week: 10/29/12	11/04/12	1	1	\$4,000.00				Ī		
N 21 WISN 10/06	6/12 11/03/	12 Late News	Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ü	φο,σου.σο
Week: 10/01/12 Week: 10/08/12	10/07/12	 1-	1	\$600.00				1		
Week: 10/06/12	10/14/12 10/21/12	1- 1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00 \$600.00				[
Week: 10/29/12	11/04/12	1-	1	\$600.00				i		
N 22 WISN 10/13	3/12 10/13/	12 College Fo	otball Game #2	230p-6p		.30				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$6,500.00
Week: 10/08/12	10/14/12	1-	1	\$6,500.00				1		
N 23 WISN 10/06		12 News Sa 6	p-630p	6-630pm		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				****	J	92,500.00
Week: 10/01/12 Week: 10/08/12	10/07/12	1-	1	\$500.00				ı		
Week: 10/06/12	10/14/12 10/21/12	1- 1-	1	\$500.00						
Week: 10/22/12	10/21/12	1 -	1	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00				I		
N 24 WISN 10/13	/12 11/03/	12 Sa 458-6a	-	456-6AM		-20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1-	1	\$200.00						
Week: 10/15/12	10/21/12	1-	1	\$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00						
N 25 WISN 10/06			•	6-630pm		:30		NM	5	\$3,500.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate						. ,
Week: 10/08/12	10/14/12	1-	1	\$700.00 \$700.00						
Week: 10/15/12	10/21/12	1 -	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
N 26 WISN 10/06	/12 11/03/1	2 Sat GMA	· · · · · · · · · · · · · · · · · · ·	6-7a	··	:30		NM	5	#2 000 oo
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	J	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$600.00						
Week: 10/29/12	11/04/12	<u>-</u> 1-	1 1	\$600.00 \$600.00						
N 27 WISN 10/20/				···						
Start Date	End Date	Weekdays	Spots/Week	630p-7p		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1 -	<u> </u>	<u>Rate</u> \$500.00				- 1		
Week: 10/22/12	10/28/12		0	\$0.00				1		
Week: 10/29/12	11/04/12	1-	1	\$500.00				1		
N 28 WISN 10/13/				630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				,	-	Ψ 2 ,Ψ00.00

Rate

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television for, does not discriminate in the sale of advertising line, and will generate a station.

08/03/12 / 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser	Ic	original Date / Revision	

Democratic Senatorial Ca

*Line Ch Start	Data End F	Data Dosorinti	on.	Ctort/End Time	D	Spots/	.		_	
				Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$1.000.00						• • • • • • • • • • • • • • • • • • • •
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
N 29 WISN 10/06	6/12 10/20/	/12 ABC Prime	College Footbal		······································	:30		NM	2	#2 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
N 30 WISN 10/13			7-9a	7-9am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/06/12 Week: 10/15/12	10/14/12 10/21/12	1- 1-	1	\$450.00						
Week: 10/22/12	10/21/12	1-	1	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
N 31 WISN 10/07			10nm			.20			_	
Start Date	End Date	Weekdays	Spots/Week	10p-1030p Rate		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
N 32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$950.00						
Week: 10/22/12	10/21/12	1	1	\$950.00 \$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
N 33 WISN 10/14	/12 11/04/	12 Su 458-6a		458-6AM		-20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
N 34 WISN 10/07			•	530-6p		:30		NM	5	\$2,500.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate						,
Week: 10/08/12	10/07/12	1	1	\$500.00						
Week: 10/15/12	10/14/12	1	1	\$500.00 \$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
N 35 WISN 10/07/		12 Sun GMA	-	6-7a		:30		NINA	e	60 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00						
N 36 WISN 10/21/	'12 10/21/	12 Once		Sun 7-8p		:30	_	NM	1	\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
N 37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	Rate				1		
Week: 10/08/12	10/07/12	1	1	\$400.00 \$400.00				1		
Week: 10/15/12	10/21/12	1	1	\$400.00				1		
Week: 10/22/12	10/28/12	1	; 1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
N 38 WISN 10/14	/12 11/04/	12 This Week	With George Ste			:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			_	Ψ2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12		0	\$0.00				1		
Week: 10/29/12	11/04/12	1	11	\$1,000.00						
N 39 WISN 10/09			ults	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	-1	1 0	\$5,000.00						
Week: 10/13/12	10/21/12	-1	1	\$0.00 \$5,000.00						
N 40 WISN 10/02			 							
Start Date	/12 10/09/ ⁻ End Date	12 HappyEnd Weekdavs	Spots/Week	Tue 8-9p Rate		:30		NM	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02	/12 10/30/	12 PrivatePrac	ctice	Tue 9-10p		:30		NM	3	\$6,600.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1,4143	J	ΨΦ,ΟΟΟ.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00				į.		
Week: 10/08/12	10/14/12		0	\$0.00				l		
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16				Tue 8-9p		:30		NM	3	\$9,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$3,000.00						
Week: 10/73/12 Week: 10/22/12	10/21/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00				l		
N 43 WISN 10/27/		12 College For	otball Game #2	230p-6p		:30		NIM	4	07.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$7,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
N 44 WISN 11/03/	/12 11/03/1	2 ABC Prime	College Footbal	7-1030p		:30		NM	2	\$2,600.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		''''1	_	\$2,000.00
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
N 45 WISN 10/28/	/12 10/28/1		\	9-930A		:30		NM	2	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	2	2	\$225.00						
N 46 WISN 10/22/				2-3pm/1-2p		:30		NM	1	\$350.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	Rate						
				\$350.00						
N 47 WISN 11/06/	12 11/06/1	i∠ General Ho	spitai	2-3pm/1-2p		:30		NM	1	\$350.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order #
	939457 /	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 08/03/12 / 08/13/12

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$350.00						
N 48 WISN 10/15			10PM	10-1030p		:30		ΝM	4	\$6,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
N 49 WISN 10/15	/12 11/05/	12 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$500.00 \$500.00						
N 50 WISN 11/06				10-11am		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IVIVI	ı	Φ500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00				1		
N 51 WISN 10/15	/12 11/05/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$225.00 \$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
N 52 WISN 10/29			***************************************	3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00				:		
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 53 WISN 11/06				3-4p		:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00						
N 54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week; 10/29/12 Week; 11/05/12	11/04/12 11/11/12	1	1 1	\$600.00 \$600.00						
N 55 WISN 10/15				5-530pm		:30		NM	4	£4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIV	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				Į.		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	<u>1</u>	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$350.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
N 57 WISN 10/08	/12 11/05/	12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,200.00				L		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 /	Alt Order # 06262067			
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533			
Advertiser		Original Date / Revision			
Democratic Senatoria	I Ca	08/03/12 / 08/13/12			

*Line Ch Start	Date End D	Date Descript	ion	Start/End Time	Days	Spots/ Length Week	Rate	Typo	Spots	A 100 a
Start Date	End Date	Weekdays	Spots/Week	Rate	Duyo	Longar Work	1/ale	Type	Spois	Amount
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
N 58 WISN 10/15		12 News M-	= 6a	6-7A		:30		NM	4	\$4,000.00
<u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate				14101	7	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week; 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 59 WISN 11/06/	/12 11/06/	12 News M-I	- 6a	6-7A		:30		NM	1	\$1,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	'	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22/	/12 11/05/	12 Entertain	ment Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					,	\$2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
N 61 WISN 10/08/	12 11/05/	12 Good Mo	rning America	7-9a	•	:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ĭ	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 62 WISN 11/06/	12 11/06/	12 Good Moi	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	φ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 63 WISN 10/15/	12 11/05/ ⁻	12 LIVE WIT	H KELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					,	Ψ1,000.00
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
						Totals	<u> </u>		350	\$321,650.00

of Spots Time Period **Gross Amount** Net Amount 10/01/12 -10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 350 \$321,650.00 \$273,402.50

Signature:	Date:

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS 1.

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination,
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. **OMISSION OF BROADCAST**

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be political califorates, of any other similar of dissimilar cause beyond the station's reasonable control, Station rails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES 5.

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. **CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

- (b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

2

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Spots/

							Spots/				
*Lir	ne Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
	I WISN 10/02/	/12 11/02 <i>/</i>	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	eek: 10/01/12	10/07/12	-TWTF	2	\$350.00						
	eek: 10/08/12	10/14/12	-TWTF	2	\$350.00				:		
	eek: 10/15/12	10/21/12	-TWTF	2	\$350.00						
	eek: 10/22/12	10/28/12	-TWTF	2	\$350.00						
W	sek: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2	2 WISN 10/02/	/12 11/02/ ⁻	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	eek: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
	eek: 10/08/12	10/14/12	-TWTF	2	\$1,600.00				l		
	eek: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
	eek: 10/22/12	10/28/12	-TWTF	3	\$1,600.00				1		
We	eek: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3	3 WISN 10/02/		12 The View		10-11am		:30		NM	14	\$7,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	eek: 10/01/12	10/07/12	-TWTF	2	\$500.00						
	eek: 10/08/12	10/14/12	-TWTF	2	\$500.00						
	eek: 10/15/12	10/21/12	-TWTF	3	\$500.00						
	eek: 10/22/12	10/28/12	-TWTF	3	\$500.00						
W	eek: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4	4 WISN 10/02				1030p-11p		:30		NM	5	\$4,750.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	eek: 10/01/12	10/07/12	-TWTF	1	\$950.00						
	eek: 10/08/12	10/14/12	-TWTF	1	\$950.00						
	eek: 10/15/12	10/21/12	-TWTF	1	\$950.00				1		
	eek: 10/22/12	10/28/12	-TWTF	1	\$950.00						
	eek: 10/29/12	11/04/12	-TWTF	1	\$950.00		· · · · · · · · · · · · · · · · · · ·				
	5 WISN 10/02		•		11p-1130p		:30		NM	8	\$6,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	eek: 10/01/12	10/07/12	-TWTF	1	\$750.00						
W	eek: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified,

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision	Alt Order #
	939457 / 1	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 09/18/12 / 09/18/12

						Spots/				
		ate Description		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u>						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2 2	\$750.00 \$750.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00 \$750.00						
· · · · · · · · · · · · · · · · · · ·										
6 WISN 10/02 Start Date	/12 11/02/ ⁻ End Date	Weekdays	N COOPER Spots/Week	M-F 11A-12P Rate		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHEV	N	12P-1P	·	:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				į		
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				l l		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				l l		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				ı		
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$400.00				Į.		
Week: 10/15/12	10/14/12	-TWTF -TWTF	2 2	\$400.00 \$400.00						
Week: 10/22/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~			3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		'''''	10	Ψ5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	2 2	\$600.00 \$600.00				1		
					······	.00				044.000.00
11 WISN 10/02 <u>Start Date</u>		12 News M-F <u>Weekdays</u>	Spots/Week	5-530pm <u>Rate</u>		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week; 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				I		
12 WISN 10/02	/12 11/02/	12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 / 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser	Original Date / Revision
Democratic Senatorial Ca	09/18/12 / 09/18/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u> \$350.00					11211112111	
Week: 10/13/12	10/21/12	-TWTF	3 3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02				6-630pm		:30		NM	1.4	£16 900 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02		12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				ļ		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	3 4	\$1,000.00						
	·····	-TWTF		\$1,000.00						
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				1		
16 WISN 10/02	/12 11/02/ ⁻	12 Good Morr	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		100		1,		Ψ21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02		12 LIVE WITH		9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12 10/14/12	-TWTF	2	\$450.00				ĺ		
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF -TWTF	2	\$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3 3	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	4	#2 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IAIAI	ı	\$3,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08	/12 11/05/	12 Dancing		Prime Other		:30	······································	NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				,	-	,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00				l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revision	Alt Order #	
	939457 / 1	06262067	
Contract Dates	Product	Estimate #	
0/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Spot Length Wee		Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
	ate Range	<u>Description</u>	1	Start/End Time	<u>Weekday</u>		<u>Rate</u>	<u>Type</u>		
3 WISN 10 See MG 1		3/12 Dancing		Prime Other	M	:30	\$5,000.00	NM		
6 WISN 10		/12 Dancing		Man 7 On	**	.20	AE 000 00			
(f) MG for 19		712 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
N 20 WISN 10/22	/12 10/29/	12 Castle		Mon 9-10p		:30		NIA		04.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$4,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
	ate Range	Description	<u>1</u>	Start/End Time	Weekday	s <u>Length</u>	<u>Rate</u>	<u>Type</u>		
1 WISN 10	1/22/12-10/28	V12 Castle		Mon 9-10p	M	:30	\$4,000.00	NM		
Credited	44/04/40									
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06			•	10-1035p		:30		NM	5	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/07/12	1-	1	\$600.00 \$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
22 WISN 10/13/			tball Game #2			-00		212.4	_	
Start Date	End Date	Weekdays	Spots/Week	230p-6p Rate		:30		NM	1	\$6,500.00
Week: 10/08/12	10/14/12	1-	1	\$6,500.00						
23 WISN 10/06/	/12 11/03/1	12 News Sa 6p	-630p	6-630pm		:30		NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	3	\$2,500.00
Week: 10/01/12	10/07/12	1-	1	\$500.00						
Week: 10/08/12	10/14/12	1-	1	\$500.00						
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12	1-	1	\$500.00						
Week: 10/29/12	11/04/12	1-	11	\$500.00		·				
24 WISN 10/13/				456-6AM		:30		NM	4	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate						
Week: 10/05/12	10/14/12	1 -	1	\$200.00 \$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00						
25 WISN 10/06/	12 11/03/1	2 News Sa 6p	-630n	6-630pm		:30		Alha		#2 F00 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	5	\$3,500.00
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
26 WISN 10/06/				6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				ŀ		,
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1- 1-	1	\$600.00						
WCCK. 10/13/12	10/21/12	1-	1	\$600.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



 Contract / Revision
 Alt Order #

 939457 / 1
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 09/18/12 / 09/18/12

						Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week	Rate					11111111	
Week: 10/22/12	11/04/12	1-	1 1	\$600.00 \$600.00				i		
27 WISN 10/20/		***************************************							_	
Start Date	End Date	2 SA 630-7p Weekdays	Spots/Week	630p-7p Rate		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/	/12 10/27/°	2 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						•
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1-	0 1	\$0.00						
*****			· · · · · · · · · · · · · · · · · · ·	\$1,000.00						
29 WISN 10/06/ Start Date			College Footbal	•		:30		NM	3	\$3,000.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12		ó	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/	/12 11/03/1	2 News Sat 7	-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	Ψ1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/ Start Date	/12 11/04/1 End Date		•	10p-1030p		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	11/04/1	2 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	<u>1</u>	1	\$950.00						
Week: 10/29/12	11/04/12	1 1	1	\$950.00 \$950.00				- 1		
33 WISN 10/14/						-20		2114		****
Start Date	End Date	Weekdays	Spots/Week	458-6AM <u>R</u> ate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/			•	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				İ		
Week: 10/01/12	10/07/12 10/14/12	<u>-</u> 1	1	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1 1	1	\$500.00 \$500.00						
Week: 10/13/12	10/21/12	1	1	\$500.00 \$500.00						
······································			•	Ψ000.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Credited

Contract / Revision Alt Order # 939457 06262067 1 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 **Democratic Senatorial Ca** / 09/18/12

\$3.000.00

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 \$500.00 WISN 10/07/12 11/04/12 Sun GMA 6-7a :30 NM 5 \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 **---**--1 1 \$400.00 Week: 10/08/12 10/14/12 -----1 1 \$400.00 Week: 10/15/12 10/21/12 ----1 1 \$400.00 Week: 10/22/12 10/28/12 1 \$400.00 Week: 10/29/12 11/04/12 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Week: 10/15/12 10/21/12 ----1 1 \$2,500.00 WISN 10/07/12 11/04/12 News Sun 7-9a :30 NM 5 \$2,000.00 Start Date <u>Weekdays</u> End Date Spots/Week Rate Week: 10/01/12 10/07/12 ----1 1 \$400.00 Week: 10/08/12 10/14/12 ----1 1 \$400.00 Week: 10/15/12 10/21/12 ----1 1 \$400.00 Week: 10/22/12 10/28/12 ----1 1 \$400.00 Week: 10/29/12 11/04/12 ----1 1 \$400.00 38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 \$1,000.00 Week: 10/15/12 10/21/12 _____ 0 \$0.00 Week: 10/22/12 10/28/12 -----0 \$0.00 Week: 10/29/12 11/04/12 ----1 1 \$1,000.00 39 WISN 10/09/12 10/23/12 DanceResults Tue 7-8p :30 NM 2 \$10,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 \$5,000.00 1 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 -1----1 \$5,000.00 40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 2 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -1----1 \$2,500.00 Week: 10/08/12 10/14/12 -1----1 \$2,500.00 N 41 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p :30 NM 2 \$4,400.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 -1----1 \$2,200.00 Week: 10/08/12 10/14/12 O \$0.00 Week: 10/15/12 10/21/12 -1----\$2,200.00 Spot Ch Date Range **Description** Start/End Time Weekdays Lenath Rate Type 2 WISN 10/15/12-10/21/12 **PrivatePractice** Tue 9-10p :30 \$2,200.00 NM Credited Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 -1----1 \$2,200.00 N 42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM 2 \$6,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/15/12 10/21/12 -1----1 \$3,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu----:30 NM

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

09/18/12 / 09/18/12



	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	lOr	iginal Date / Revision

Democratic Senatorial Ca

				20	COTAGO C	oriatoriai ot				
*line Ch Start	Data End F	lata Dagaristis	n	Stort/End The	D	Spots/	D	т. ^		
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/22/12 Week: 10/29/12	End Date 10/28/12 11/04/12	<u>Weekdays</u> -1 -1	<u>Spots/Week</u> 1 1	<u>Rate</u> \$3,000.00 \$3,000.00						
43 WISN 10/27 <u>Start Date</u> Week: 10/22/12	/12 10/27/ End Date 10/28/12	12 College Fo <u>Weekdays</u> 1-	otball Game #2 <u>Spots/Week</u> 1	230p-6p <u>Rate</u> \$7,000.00		:30		NM	1	\$7,000.00
44 WISN 11/03 Start Date Week: 10/29/12	/12 11/03/ End Date 11/04/12	12 ABC Prime <u>Weekdays</u> 2-	College Footbal Spots/Week 2	7-1030p <u>Rate</u> \$1,300.00		:30		NM	2	\$2,600.00
45 WISN 10/28	/12 10/28/	12 Sun 9-930/	\	9-930A		:30		NM	2	\$450.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$225.00					-	Ψ430.00
46 WISN 10/22/ Start Date Week: 10/22/12	/12 10/22/ End Date 10/28/12	12 General Ho <u>Weekdays</u> 1	spital <u>Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350,00		:30		NM	1	\$350.00
47 WISN 11/06/ Start Date Week: 11/05/12	/12 11/06/ End Date 11/11/12	12 General Ho <u>Weekdays</u> -1	spital <u>Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350.00		:30		NM	1	\$350.00
48 WISN 10/15/ Start Date Week: 10/15/12	End Date 10/21/12	12 Late News <u>Weekdays</u> 1	10PM <u>Spots/Week</u> 1	10-1030p <u>Rate</u> \$1,600.00		:30		NM	4	\$6,400.00
Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	10/28/12 11/04/12 11/11/12	1 1 1	1 1 1	\$1,600.00 \$1,600.00 \$1,600.00						
49 WISN 10/15/ Start Date Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	112 11/05/ End Date 10/21/12 10/28/12 11/04/12 11/11/12	12 The View <u>Weekdays</u> 1 1 1	Spots/Week 1 1 1 1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00		:30		NM	4	\$2,000.00
50 WISN 11/06/ Start Date Week: 11/05/12	112 11/06/ End Date 11/11/12	12 The View <u>Weekdays</u> -1	Spots/Week 1	10-11am <u>Rate</u> \$500.00		:30		NM	1	\$500.00
51 WISN 10/15/ <u>Start Date</u> Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	12 11/05/ End Date 10/21/12 10/28/12 11/04/12 11/11/12	12 ANDERSO <u>Weekdays</u> 1 1 1	N COOPER Spots/Week 1 1 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00		:30		NM	4	\$900.00
52 WISN 10/29/ <u>Start Date</u> Week: 10/29/12 Week: 11/05/12	12 11/05/ ² End Date 11/04/12 11/11/12	12 3-4p <u>Weekdays</u> 1 1	Spots/Week 1 1	3-4p <u>Rate</u> \$500.00 \$500.00		:30	.,,	NM	2	\$1,000.00
53 WISN 11/06/ <u>Start Date</u> Week: 11/05/12	12 11/06/1 End Date 11/11/12	12 3-4p <u>Weekdays</u> -1	Spots/Week 1	3-4p <u>Rate</u> \$500.00		:30		NM	1	\$500.00
54 WISN 10/29/ <u>Start Date</u> Week: 10/29/12	12 11/05/1 End Date 11/04/12	I2 DR. OZ <u>Weekdays</u> 1	Spots/Week 1	4P-5P <u>Rate</u> \$600.00		:30		NM	2	\$1,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 / 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type 9	Spots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$600.00						
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/				5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$350.00						
Week: 10/13/12	10/21/12	1	1	\$350.00						
Week: 10/29/12 Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/		12 News M-F	- Gn	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		14/41	3	Φ 0,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00				ı		
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/	/12 11/05/ ⁻	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				ŀ		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				l		
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00 \$1,000.00						
			· C-			.00				***
59 WISN 11/06/ Start Date	/12 11/06/ ⁻ <u>End Date</u>	12 News M-F <u>Weekdays</u>	Spots/Week	6-7A Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	<u> </u>	\$1,000.00				l		
60 WISN 10/22		12 Entertainn	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		, , , ,		Ψ2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00				l		
61 WISN 10/08	/12 11/05/	12 Good Mor	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1 1	\$1,000.00 \$1,000.00						
						.00			4	M. A
62 WISN 11/06		12 Good Mor		7-9a		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00				1		
63 WISN 10/15				9-10am		:30		NM	4	\$1 QAA AA
Start Date	End Date	Weekdays	Spots/Week	9-10am Rate		.SU		IVIVI	4	\$1,800.00
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
								•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	939457 / 1	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser		Original Date / Revision
Democratic Senatoria	l Ca	09/18/12 / 09/18/12

							Spots/				
*Line	Ch Start I	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				T.		
Week:	10/29/12	11/04/12	1	1	\$450.00						
Week:	11/05/12	11/11/12	1	1	\$450.00						
							Totals	S		347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450,00	\$265,582,50

Signature:	Date:	

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/ision</u>		Alt Order #	
	939457	/ 2		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				<u></u>
10/02/12 - 11/06/12	1533				
Advertiser			Ori	ginal Date	/ Revision
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/01/12	/ 10/01/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	OM/EOC Broadcast			Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	idet	randt	HRP -Washingto
	Special Hand	ling		-	
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref
	1			1	

Spots/ *Line Ch Start Date End Date Description Start/End Time Type Spots Days Length Week Rate Amount WISN 10/02/12 11/02/12 2-3pm/1-2p General Hospital :30 NM \$3,500,00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$350.00 -TWTF--2 2 Week: 10/08/12 10/14/12 -TWTF--\$350.00 2 Week: 10/15/12 10/21/12 -TWTF--\$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--\$350.00 10-1030p WI\$N 10/02/12 11/02/12 Late News 10PM :30 NM 15 \$24,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 2 \$1,600.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View :30 NM 10-11am 14 \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 -TWTF--2 10/14/12 \$500.00 3 Week: 10/15/12 10/21/12 -TWTF--\$500.00 3 Week: 10/22/12 10/28/12 -TWTF--\$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 End Date Weekdays Start Date Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM \$6,000,00 Spots/Week Start Date **End Date** Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--1 \$750.00 Week: 10/08/12 10/14/12 -TWTF--\$750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the safe of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 06262067 939457

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Chatal

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERS	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3	\$225.00						
			4	\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/05/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		-20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					, ,	40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/01/12	10/14/12	-TWTF	2 2	\$600.00 \$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00				1		
11 WISN 10/02/				5-530pm		:30		104		
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/		12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					,-	10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Week: 10/22/12

10/28/12 1-----

10/01/12 / 10/01/12



	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u>	riginal Date / Revision

				Dem	ocratic S	enatorial Ca		10/01/12	, , 10	701112
						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate						
Week: 10/08/12	10/07/12	-TWTF	3	\$1,200.00 \$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00				j		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				i		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00				-		
15 WISN 10/02	/12 11/02/	12 Entertainn	nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u>				- 1		
Week: 10/03/12	10/14/12	-TWTF	4	\$1,000.00 \$1,000.00						
Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/12/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	•			9-10am		:30		NM	1.4	EC 200 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		EAM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00				Ì		
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	/12 10/26/	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08	/12 11/05/			Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , ,
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						

Democratic Senatorial Ca

\$5,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
A -12		dei-al Data / Davisia

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

				Spots	s/	111111		
*Line Ch Start Date End Date Description		Start/End Time	Days	Length Weel	k Rate	Type S _t	oots	Amount
Start Date End Date Weekdays S	pots/Week	<u>Rate</u>						
Spot Ch Date Range Description		Start/End Time	Weekdays		<u>Rate</u>	<u>Type</u>		
3 WISN 10/22/12-10/28/12 Dancing		Prime Other	M	:30	\$5,000.00	NM		
See MG 19.6		NA 7 O		.00	05 000 00	NINA		
6 WISN 10/22/12-10/28/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
MG for 19.3 10/22 Week: 10/29/12 11/04/12 1	1	\$5,000.00						
Week: 11/05/12 11/11/12 1	1	\$5,000.00]		
				-20			4	£4 000 00
20 WISN 10/22/12 10/29/12 Castle Start Date End Date Weekdays S	pots/Week	Mon 9-10p Rate		:30		NM	1	\$4,000.00
Week: 10/22/12 10/28/12 1	1	\$4,000.00						
Spot Ch Date Range Description	·	Start/End Time	Weekdays	s Length	Rate	Type		
1 WISN 10/22/12-10/28/12 Castle		Mon 9-10p	M	:30	\$4,00 0.00	NM		
Credited								
Week: 10/29/12 11/04/12 1	1	\$4,000.00						
21 WISN 10/06/12 11/03/12 Late News Sa	10pm	10-1035p		:30		NM	5	\$3,000.00
	Spots/Week	Rate						
Week: 10/01/12 10/07/121-	1	\$600.00						
Week: 10/08/12 10/14/121-	1	\$600.00						
Week: 10/15/12 10/21/121-	1	\$600.00						
Week: 10/22/12 10/28/121-	1	\$600.00						
Week: 10/29/12 11/04/121-	1	\$600.00						
22 WISN 10/13/12 10/13/12 College Footba		230p-6p		:30		NM	1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/08/12 10/14/121-	Spots/Week 1	<u>Rate</u> \$6,500.00						
							_	
23 WISN 10/06/12 11/03/12 News Sa 6p-63	-	6-630pm		:30		NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/01/12 10/07/121-	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/08/12 10/14/121-	1	\$500.00						
Week: 10/15/12 10/21/121-	1	\$500.00						
Week: 10/22/12 10/28/121-	1	\$500.00						
Week: 10/29/12 11/04/121-	1	\$500.00						
24 WISN 10/13/12 11/03/12 Sa 458-6a		456-6AM		:30		NM	4	\$800.00
	Spots/Week	Rate		.50		1137	7	Ψ000.00
Week: 10/08/12 10/14/121-	1	\$200.00						
Week: 10/15/12 10/21/121-	1	\$200.00						
Week: 10/22/12 10/28/121-	1	\$200.00						
Week: 10/29/12 11/04/121-	1	\$200.00						
25 WISN 10/06/12 11/03/12 News Sa 6p-63	30p	6-630pm		:30		NM	5	\$3,500.00
	Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/121-	1	\$700.00				l		
Week: 10/08/12 10/14/121-	1	\$700.00						
Week: 10/15/12 10/21/121-	1	\$700.00				}		
Week: 10/22/12 10/28/121-	1	\$700.00						
Week: 10/29/12 11/04/121-	I	\$700.00					_	
26 WISN 10/06/12 11/03/12 Sat GMA	Smale 8411-	6-7a		:30		NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/01/12 10/07/121-	Spots/Week 1	<u>Rate</u> \$600.00				ĺ		
Week: 10/07/12 10/07/12 10/07/12 Week: 10/08/12 10/14/121-	1	\$600.00						
Week: 10/15/12 10/21/121-	1	\$600.00				-		
	•	+ 000.00				ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 06262067 939457 / 2 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start		ate Description	n	Start/End Time	Days	Length Week	Rate	Type 9	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1 -	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00					_	
27 WISN 10/20			Cantallala	630p-7p		:30		MM	2	\$1,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/22/12	10/28/12		Ö	\$0.00				1		
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13	/12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						,
Week: 10/08/12	10/14/12	1-	1	\$1,000.00				l		
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12	1-	11	\$1,000.00						
29 WISN 10/06	/12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00				1		
Week: 10/08/12	10/14/12	~~~~~~	0	\$0.00				I		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13				7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/13/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00				1		
31 WISN 10/07		12 Late News	10nm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						44,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00				1		
Week: 10/08/12	10/14/12	1	1	\$1,600.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14				1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$950.00						
Week: 10/15/12	10/14/12	1	1	\$950.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14		12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		, ,,,,,		4000.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00				ļ		
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07		12 News Sun !		530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12 10/21/12	1 1	 	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$500.00 \$500.00						
VVCCN. IUIZZIIZ	10/40/12	-	ı	φυνυ. υ υ				J		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents

and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 2 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots	s/			
*Line Ch Start I	Date End D	ate Description	1	Start/End Time	Days	Length Weel		Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/		12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-	1	\$400.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$400.00 \$400.00						
Week: 10/13/12	10/21/12	1	1	\$400.00				1		
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1444	•	Ψ2,300.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07/	12 11/04/	12 News Sun 7	-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00				- 1		
Week: 10/29/12	11/04/12	1		\$400.00						
38 WISN 10/14/			With George Ste			:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/05/12	10/14/12		ò	\$0.00						
Week: 10/13/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/	12 10/23/	12 DanceResul	ts	Tue 7-8p	•	:30		NM	2	\$10,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1111	-	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00				1		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02	/12 10/09/	12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-1	1	\$2,500.00	10/a ali dai ia		Dete	T		
Spot Ch Da 1 WISN 10	<u>ite Range</u> /01/43 40/07	Description UpperEnd		Start/End Time Tue 8-9p	Weekdays		<u>Rate</u> \$2,500.00	Type NM		
See MG 4		/12 HappyEnd		тие о-эр		:30	Ф∠,∂⊍∪.∪∪	IVIVI		
		/12 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
(f) MG for 40.							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02		12 PrivatePract	tice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12	1	0 1	\$0.00				Į		
Week: 10/15/12	10/21/12	-1	•	\$2,200.00	٠٠٠ المحادثات	. 1	Data	7		
	<u>te Range</u> /15/12-10/21	Description /12 PrivatePrac		Start/End Time Tue 9-10p	Weekdays		<u>Rate</u> \$2.200.00	<u>Type</u> NM		
2 WISIN 10	110/21	,,, i invalerial	410 <u>0</u>	rue a-rup	uw.	30	92,200.00	1919/		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
				*				<u>-</u>		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #			
	939457 / 2	06262067			
Contract Dates	Product	Estimate #			
10/02/12 - 11/06/12	DSCC-IE	1533			

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
42 WISN 10/16/12 10/30/12 HappyEnd Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1 Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p Rate \$3,000.00 Start/End Time Tue 8-9p	:30 Weekdays Length Rate -Tu :30 \$3,000,00	NM Type	2	\$6,000.00
Credited Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00	-Tu :30 \$3,000.00	NM.		
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	230p-6p <u>Rate</u> \$7,000.00	:30	NM	1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM	2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM	2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00	:30	NM	4	\$6,400.00
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00	:30	NM	4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	10-11am <u>Rate</u> \$500.00	:30	NM	1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM	4	\$900.00
52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> \$500.00 \$500.00	:30	ΝM	2	\$1,000.00
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM	1	\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 / 2 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

Start Date	Spots/ Time Days Length Week Rate Type Spots Amount	Start/End Time	ion	Date Descripti	Date End D	*Line Ch Start
Start Date End Date Weekdays Spots/Week Rate Start Date	2	<u>Rate</u>		Weekdays	End Date	Start Date
Start Date)	\$500.00	1	-1		
Week: 101/29/12 11/04/12 1 1 \$600.00	:30 NM 2 \$1,200.00	4P-5P				
Week: 11/05/12	"		<u>Spots/Week</u>			
55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm 30 NM 4 \$4,000.			1	.		
Start Date End Date Weekdays Spots/Week \$1,000.00 Week: 10/12/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 11/04/12 1 1 \$1,000.00 Week: 10/12/12 11/11/12 1 1 \$1,000.00 Week: 10/12/12 11/11/12 1 1 \$1,000.00 Week: 10/15/12 11/11/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 1 1 \$350.00 Week: 10/15/12 10/21/12 1 1 \$350.00 Week: 10/22/12 10/21/12 1 1 \$350.00 Week: 10/15/12 11/11/12 1 1 \$350.00 Week: 10/15/12 10/14/12 1 1 \$1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/15/12 11/11/12 1 1 \$1,000.00 Week: 10/15/12 10/28/12 1 1 \$1,000.00 Week: 10/15/12 10/28/12 1 1 \$1,000.00 Week: 11/15/12 11/104/12 1						
Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/29/12 11/104/12 1 1 \$1,000.00 Week: 11/05/12 11/101/12 1 1 \$1,000.00 56 WISN 10/15/12 11/105/12 News M-F 5a 5-6A :30 NM 4 \$1,400. Start Date End Date Moles, 10/15/12 10/21/12 1 1 \$350.00 NM 4 \$1,400. Week: 10/25/12 10/21/12 1 1 \$350.00 NM 4 \$1,400. Week: 10/25/12 10/24/12 1 1 \$350.00 NM 5 \$6,000. Week: 10/25/12 11/05/12 New M-F 6p 6-630pm :30 NM 5 \$6,000. Start Date End Date Weekdays Spots/Week Rate NM 5 \$6,000. Week: 10/08/12 10/14/12 1 1 \$1,200.00 NM 5 \$6,000. Week: 10/25/12 10/24/12 1 1 \$1,200.00 NM 1 \$1,000.			•			
Week: 10/22/12 10/28/12 1 1 \$1,000.00			<u> 3pois/week</u> 1			
Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/01/12 11/01/12 11/01/12 11/01/12 11/05/12			1	1		Week: 10/22/12
Second Column	i i		1	1	11/04/12	Week: 10/29/12
Start Date End Date Weekdays Spots/Week Rate)	\$1,000.00	1	1	11/11/12	Week: 11/05/12
Start Date End Date Weekdays Spots/Week S350.00 Week: 10/22/12 10/22/12 1 1 \$350.00 Week: 10/22/12 10/28/12 1 1 \$350.00 Week: 10/29/12 11/04/12 1 1 \$350.00 Week: 11/05/12 11/11/12 1 1 \$350.00 Start Date End Date Weekdays Spots/Week Rate S1,200.00 Week: 10/08/12 10/14/12 1 1 \$1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$1,200.00 Week: 11/05/12 11/11/12 1 1 \$1,200.00 Week: 11/05/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000. Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Week: 11/05/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.00	:30 NM 4 \$1.400.00	5-6A	- 5a	12 News M-F	/12 11/05/	56 WISN 10/15
Week: 10/22/12 10/28/12 1 1 \$350.00 Week: 10/29/12 11/04/12 1 1 \$350.00 Week: 11/05/12 11/11/12 1 1 \$350.00 57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000. Start Date End Date Weekdays Week: 10/08/12 10/14/12 1 1 \$1,200.00 Rate Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/12/12 10/28/12 11/04/12 1 1 \$1,200.00 \$1,200.00 Week: 11/105/12 11/11/12 1 1 \$1,200.00 Week: 11/05/12 11/11/12 1 1 \$1,200.00 \$1,200.00 \$1,200.00 Week: 10/15/12 11/15/12 11/15/12 News M-F 6a 6-7A :30 NM \$4,000. Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 \$1,000.00 Rate Week: 10/15/12 10/21/12 1 1 \$1,000.00 NM \$4,000.00 Week: 10/15/12 11/14/12 1 1 \$1,000.00 \$1,000.00 NM \$4,000.00 Week: 11/05/12 11/10/12 News M-F 6a 6-7A :30 NM \$1,000.00 Week: 11/05/12 11/10/12 News M-F 6a 6-7A :30 NM \$1,000.00	· · · · · · · · · · · · · · · · · · ·	Rate	Spots/Week	Weekdays	End Date	Start Date
Week: 10/29/12 11/04/12 1 1 \$350.00 Week: 11/05/12 11/11/12 1 1 \$350.00 57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000. Start Date Week: 10/08/12 10/14/12 1 1 \$1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$1,200.00 Week: 11/05/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000. Start Date End Date Meekdays Indicate Meeks: 10/21/12 10/21/12 1 1 \$1,000.00 \$1,000.00 NM 4 \$4,000. Week: 10/22/12 10/28/12 10/28/12 1 1 \$1,000.00 \$1,000.00 NM 4 \$4,000. Week: 10/22/12 10/28/12 11/04/12 1 1 \$1,000.00 \$1,000.00 NM 1 \$1,000.00 Week: 11/05/12 11/106/12 News M-F 6a 6-7A :30 NM 1 \$1,000.00			1	1		
Week: 11/05/12 11/11/12 1 1 \$350.00 57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000. Start Date Week: 10/08/12 End Date Weekdays Spots/Week Rate S1,200.00 Rate S1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 S1,200.00 Week: 10/22/12 10/28/12 1 1 \$1,200.00 S1,200.00	i i i i i i i i i i i i i i i i i i i		1	- - -		
57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000. Start Date End Date Weekdays Spots/Week Rate S1,200.00			1	_		
Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$1,200.00 Week: 11/05/12 11/11/12 1 1 \$1,200.00 58 WISN 10/15/12 11/105/12 News M-F 6a 6-7A :30 NM 4 \$4,000. Start Date Week: 10/15/12 10/21/12 1 1 \$1,000.00 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00		\$350.00	-			
Week: 10/08/12 10/14/12 1 1 \$1,200.00 Week: 10/15/12 10/21/12 1 1 \$1,200.00 Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$1,200.00 Week: 11/05/12 11/11/12 1 1 \$1,200.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Start Date Start Date Start Date Start Date NM 1 \$4,000.	- +-,+-0:00	• .	•			
Week: 10/15/12 10/21/12 1 \$1,200.00 Week: 10/22/12 10/28/12 1 \$1,200.00 Week: 10/29/12 11/04/12 1 \$1,200.00 Week: 11/05/12 11/11/12 1 \$1,200.00 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000. Start Date Week: 10/15/12 End Date Weekdays Spots/Week Rate News: 10/00.00 NM 4 \$4,000. Week: 10/15/12 10/21/12 1 1 \$1,000.00 NM 4 \$4,000. Week: 10/22/12 10/28/12 1 1 \$1,000.00 NM 4 \$4,000. Week: 10/29/12 11/04/12 1 1 \$1,000.00 NM 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 NM 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.			Spots/Week			
Week: 10/22/12 10/28/12 1 1 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$1,200.00 Week: 11/05/12 11/11/12 1 \$1,200.00 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000. Start Date Veek: 10/15/12 End Date Veekdays Spots/Week Rate News M-F 6a 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.			1	-		
Week: 10/29/12 11/04/12 1 1 \$1,200.00 Week: 11/05/12 11/11/12 1 1 \$1,200.00 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000. Start Date Start Date Weekdays End Date Weekdays Spots/Week Rate News NM 4 \$4,000. Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.			1	-		
Week: 11/05/12 11/11/12 1 1 \$1,200.00 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000. Start Date Start Date Weekdays Spots/Week Rate State Neek: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.		. ,	1	-		
58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM 4 \$4,000. Start Date Start Date Weekdays Spots/Week Rate Neek: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.		•	1	1		
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.			- 6a	12 News M-F	/12 11/05/	58 WISN 10/15
Week: 10/15/12 10/21/12 1 \$1,000.00 Week: 10/22/12 10/28/12 1 \$1,000.00 Week: 10/29/12 11/04/12 1 \$1,000.00 Week: 11/05/12 11/11/12 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.	T 1,000.00		_			
Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.			1			Week: 10/15/12
Week: 11/05/12 11/11/12 1 \$1,000.00 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.)	\$1,000.00	1	1		
59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.		•	1	-		
1,000.		\$1,000.00	11	1	11/11/12	Week: 11/05/12
Start Date End Date Meekdays SnotcAMack Date	:30 NM 1 \$1,000.00	6-7A		12 News M-F		
**************************************		Rate	Spots/Week	<u>Weekdays</u>	End Date	Start Date
Week: 11/05/12 11/11/12 -1 1 \$1,000.00)	\$1,000.00	•			***************************************
	- +=1000:00					
<u>Start Date </u>		. —	Spots/Week		***************************************	
Week: 10/22/12			1			
Week: 11/05/12 11/11/12 1 1 \$850.00	1		1	-		
CALINED ACCOUNT AND THE CONTROL OF T			rning America	12 Good More		
61 WISN 10/08/12 11/05/12 Good Morning America 7-9a :30 NM 5 \$5,000./ Start Date End Date Weekdays Spots/Week Rate	- 45,000,00		•			
Week: 10/08/12 10/14/12 1 1 \$1,000.00			1		10/14/12	
Week: 10/15/12 10/21/12 1 1 \$1,000.00			1	1	10/21/12	Week: 10/15/12
Week: 10/22/12 10/28/12 1 1 \$1,000.00)	\$1,000.00	1	1		
Week: 10/29/12 11/04/12 1 1 \$1,000.00			1	_		
Week: 11/05/12 11/11/12 1 1 \$1,000.00)	\$1,000.00	1	1	11/11/12	Week: 11/05/12
62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM 1 \$1,000.	:30 NM 1 \$1,000.00	7-9a	rning America	12 Good More		
Start Date						
Week: 11/05/12 11/11/12 -1 1 \$1,000.00	·	\$1,000.00	1	-1	11/11/12	vveek: 11/05/12

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or los service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	0	riginal Date / Revision

Spots/

Democratic Senatorial Ca

*Line Ch Start Date End Date Description		on	Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
63 WISN 10/15	/12 11/05/	12 LIVE WITH	HKELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00				1		
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
						Total	<u> </u>		347	\$312,450,00

lotals

10/01/12 / 10/01/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>vision</u>		Alt Order #	
	939457	/ 3		06262067	
Product			1		
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			Ori	ginal Date	Revision
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/03/12	/ 10/03/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Account Executiv		xecutive	Sales Office
	WISN	Will Hi	ldeb	randt	HRP -Washingto
	Special Hand	ling			
	<u>Demographic</u>				<u></u>
	Adults 35+				
		.			
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

	Spots/			
Start/End Time	Days Length Week R	ate Type S	pots	Amount
2-3pm/1-2p	:30	NM	10	\$3,500.00
ek <u>Rate</u>				,
\$350.00				
\$350.00				
\$350.00				
\$350.00				
\$350.00				
10-1030p	:30	NM	15	\$24,000.00
· •				
. ,				
\$1,600.00				
10-11am	:30	NM	14	\$7,000.00
• • • • • • • • • • • • • • • • • • • •				
· ·				
•				
\$500.00				
1030p-11p	:30	NM	5	\$4,750.00
*				
\$950.00				
11p-1130p	:30	NM	8	\$6,000.00
\$750.00		l		
	2-3pm/1-2p Rate \$350.00 \$350.00 \$350.00 \$350.00 \$350.00 \$350.00 \$350.00 10-1030p Rate \$1,600.00	2-3pm/1-2p :30 Rate \$350.00 \$350.00 \$350.00 \$350.00 \$350.00 \$350.00 \$350.00 \$1,600.00	Start/End Time Days Length Week Rate Type Start/End Time Days Length Week Rate Type Start/End Time Days Length Week Rate S350.00 S350.00 S350.00 S350.00 S350.00 S350.00 S350.00 S1,600.00 S1,600.00 S1,600.00 S1,600.00 S1,600.00 S1,600.00 S500.00 S500.00 S500.00 S500.00 S500.00 S500.00 S500.00 S500.00 S500.00 S950.00 S950.00	Start/End Time Days Length Week Rate Type Spots

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/08/12

10/14/12

-TWTF--

	Contract / Revision 939457 / 3	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	0	riginal Date / Revision

www.wisn.com	ww.wisn.com			Advertiser			Original Date / Revision				
				De	mocratic S	enatorial Ca		10/03/12	/ 10	10/03/12	
*Line Ch Start	Date End [Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	_			T	-		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00							
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				- 1			
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00	******						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00	
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	Rate							
Week: 10/08/12	10/07/12	-TWTF -TWTF	2 2	\$225.00 \$225.00				- 1			
Week: 10/15/12	10/14/12	-TWTF	3	\$225.00 \$225.00							
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00							
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00							
7 WISN 10/09		·····		12P-1P		:30		NID 5		#D 100.00	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$2,400.00	
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00							
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00							
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00							
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00							
8 WISN 10/02	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ+,000.00	
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00							
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00							
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00							
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				•			
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00							
9 WISN 10/02/		•		3-4p		:30		NM	10	\$5,000.00	
<u>Start Date</u> Week:∃10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate				•			
Week::10/01/12	10/07/12	-TWTF	2 2	\$500.00							
Week: 10/15/12	10/14/12	-TWTF	2	\$500.00 \$500.00							
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00							
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00							
10 WISN 10/02/			-								
Start Date	End Date	Weekdays	Spots/Week	4P-5P <u>Rate</u>		:30		NM	10	\$6,000.00	
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00							
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00							
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00							
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00							
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00							
11 WISN 10/02/	/12 11/02/	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1 4141	17	♥ 1 1 1000.00	
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00							
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00							
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00							
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00							
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00							
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00	
Start Date	End Date	Weekdays	Spots/Week	Rate							
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				1			

\$350.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order #	
	939457 / 3	06262067	
Contract Dates	Product	Estimate #	$\overline{}$
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

*Line Ch Start	Data End C	nata Dogarinti		Chart/Find Time	D	Spots/	5.4.	T #		
Start Date	End Date	Weekdays		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Week: 10/15/12	10/21/12	-TWTF	Spots/Week 3	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	6p	6-630pm	****	:30		NM	14	\$16,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		7 1111	14	\$10,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				ł		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				ļ		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02		12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				- 1		+ 1-1000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				i		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/ ⁻	12 Entertainm	ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						****
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/		12 Good Morr	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/				9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3 4	\$450.00 \$450.00						
***************************************			4							
18 WISN 10/26/			0 - 1 - 144 - 1	Fri 9-10p		:30		NM	1	\$3,000.00
Start Date Week: 10/22/12	10/28/12	<u>Weekdays</u> 1	Spots/Week 1	Rate						
				\$3,000.00						
19 WISN 10/08/			0	Prime Other		:30		NM	5	\$25,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/14/12	1	1	\$5,000.00 \$5,000.00						
Week: 10/13/12	10/21/12	1	l -1	\$5,000.00 \$5,000.00						
AACCU' IAITTI	10120112	T	1	\$5,000.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Date End Date	Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
	Veekdays Spots/Week	Rate			
Spot Ch Date Range	<u>Description</u>	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12	Dancing	Prime Other	M: :30 \$5,000.00	NM	
See MG 19.6				ŀ	
6 WISN 10/22/12-10/28/12	Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
⊕ MG for 19.3 10/22					
	1	\$5,000.00			
	1	\$5,000.00			
20 WISN 10/22/12 10/29/12	Castle	Mon 9-10p	:30	NM 1	\$4,000.00
	Veekdays Spots/Week	Rate			
Spot Ch Date Range	Description	\$4,000.00			
1 WISN 10/22/12-10/28/12		Start/End Time	Weekdays Length Rate	<u>Type</u>	
Credited	Castle	Mon 9-10p	M: :30 \$4,000.00	NM	
144 1 4-1-11	1	\$4,000.00		1	
21 WISN 10/06/12 11/03/12	Late News Sa 10pm				
	Veekdays Spots/Week	10-1035p	:30	NM 5	\$3,000.00
	1- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/12	1- 1	\$600.00		l l	
Week: 10/15/12 10/21/12	1 - 1	\$600.00			
Week: 10/22/12 10/28/12	1 - 1	\$600.00			
Week: 10/29/12 11/04/12	1- 1	\$600.00			
22 WISN 10/13/12 10/13/12	College Football Game #2	230p-6p	:30	NIM 4	00 500 00
	/eekdays Spots/Week	Rate	.50	NM 1	\$6,500.00
Week: 10/08/12 10/14/12	1- 1	\$6,500.00		l	
23 WISN 10/06/12 11/03/12	News Sa 6p-630p	6-630pm	:30	NM 5	¢2 500 00
	/eekdays Spots/Week	Rate	.00	14101	\$2,500.00
	1- 1	\$500.00			
	1- 1	\$500.00			
	1- 1	\$500.00			
	1- 1	\$500.00			
	1- 1	\$500.00			
24 WISN 10/13/12 11/03/12	Sa 458-6a	456-6AM	:30	NM 4	\$800.00
	/eekdays Spots/Week	<u>Rate</u>			4000.00
	1- 1	\$200.00			
	1- 1	\$200.00			
	1 1	\$200.00			
	1- 1	\$200.00			
25 WISN 10/06/12 11/03/12	News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
104 1 40103440 4010-14-	<u>/eekdays</u> <u>Spots/Week</u>	Rate			
	1- 1 1- 1	\$700.00			
	1- 1	\$700.00 \$700.00			
*** * *******	<u>-</u> 1- 1	\$700.00 \$700.00			
	1- 1	\$700.00 \$700.00			
	· · · · · · · · · · · · · · · · · · ·				
	Sat GMA 'eekdavs Spots/Week	6-7a	:30	NM 5	\$3,000.00
· · · · · · · · · · · · · · · · · · ·	<u>eekdays</u> <u>Spots/Week</u> 1- 1	<u>Rate</u> \$600.00			
	1- 1	\$600.00			
	1- 1	\$600.00			
	- '	φοσο.ου		l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

the Ob Otest	D-1- E -1 E					Spots/				
		ate Descriptio		Start/End Time	Days	Length Week	Rate	Туре S	Spots	Amount
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week	Rate			***************************************			
Week: 10/29/12	11/04/12	1-	1 1	\$600.00 \$600.00				i		
27 WISN 10/20										
Start Date	End Date	12 SA 630-7p Weekdays	Spots/Week	630p-7p		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	1 -	1	<u>Rate</u> \$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1 -	1	\$500.00				1		
28 WISN 10/13	/12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				''''	2	φ2,000.00
Week: 10/08/12	10/14/12	 -1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		11	\$1,000.00						
29 WISN 10/06			College Footbal	•		:30		NM	3	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate						
Week: 10/08/12	10/14/12		Ó	\$1,000.00 \$0.00						
Week: 10/15/12	10/21/12	2	2	\$1,000.00				- 1		
30 WISN 10/13		12 News Sat 7		7-9am		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1 -	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/		12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000,00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						, =, = = = = = =
Week: 10/08/12	10/07/12 10/14/12	1 1	1 1	\$1,600.00						
Week: 10/15/12	10/14/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	****	2 Late News 5	SH 1030PM	1030p-11p		.20			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00				l		
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	11	\$950.00						
33 WISN 10/14/				458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						********
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	<u>-</u> 1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00 \$200.00						
Week: 10/29/12	11/04/12	 1	1	\$200.00						
34 WISN 10/07/			3000							
Start Date	End Date	2 News Sun 5 Weekdays	Spots/Week	530-6p <u>Rate</u>		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00				1		
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
								-		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television for does not discriminate in the sale of advertising time and will be called a discriminate in the sale of advertising time and will be called a discriminate in the sale of advertising time.



Week: 10/22/12

10/28/12

	Contract / Revision 939457 / 3	Alt Order # 06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		
Advertiser	O _I	riginal Date / Revision		

www.wisn.com		Auvertiser	Original Date / Revision				
	1	Democratic Senatorial Ca			10/03/12	/ 10)/03/12
	Start/End Tin	ne Days I	Spo Length Wea		TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$500.00						
	3-7a		:30		NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1	Rate					_	7=,000.00
Week: 10/08/12 10/07/121 1	\$400.00 \$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00				•		
Week: 10/29/12 11/04/121 1	\$400.00						
	Sun 7-8p		:30		NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	Rate						,
	\$2,500.00						
37 WISN 10/07/12 11/04/12 News Sun 7-9a 7 Start Date End Date Weekdays Spots/Week	'-9am Rate		:30		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00						
Week: 10/08/12 10/14/121 1	\$400.00				l		
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$400.00				i		
	\$400.00						
38 WISN 10/14/12 11/04/12 This Week With George Step9: Start Date End Date Weekdays Spots/Week	30-1030am <u>Rate</u>		:30		NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00						
Week: 10/15/12 10/21/12 0	\$0.00				İ		
Week: 10/22/12 10/28/12 0	\$0.00						
	\$1,000.00						
	ue 7-8p		:30		NM	2	\$10,000.00
144 1 (4) (4) (4)	Rate \$5,000.00				ı		
Week: 10/15/12 10/21/12 0	\$0.00				1		
Week: 10/22/12 10/28/12 -1 1	\$5,000.00						
	ue 8-9p		:30		NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	\$2,500.00 Start/End Tim	o Monkalaya	1 0000	Data	T		
4 140041 10/04/10 14/05/10	Tue 8-9p	<u>weekdays</u> Tu	<u>Length</u> :	<u>Rate</u> \$2,500.00	<u>Type</u> NM		
See MG 40.3	. 45 6 56	· u	.00	Ψ 2,000.00	74147		
	Tue 8-9p	-Tu	:30	\$ 2,500.00	NM		
® See MG 40.4	.						
4 WISN 10/01/12-10/07/12 DWTS 7 M MG for 40.3 10/02	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
1.1	\$2,500.00				1		
44 181011 40/00/10 10/00/10	ue 9-10p		:30		NM	2	ድል ልዑሱ ሱዕ
Start Date	Rate		.00		IVIVI	2	\$4,400.00
	\$2,200.00						
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00						
	\$2,200.00 Start/End Time	o Moderacia	1 0	D-4-			
	Start/End Time Tue 9-10p	<u>e Weekdays</u> -Tu 	<u>Length</u> 30:	<u>Rate</u> \$2,200.00	<u>Tγpe</u> <i>NM</i>		
Credited	. 20 0 10p	14	.50	92;200:00	IVIVI		

\$0.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Start Date

Week: 10/29/12

End Date

11/04/12

Weekdays

Spots/Week

1

Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

www.wisn.com		Original Date /	
	Democratic Senatorial Ca	10/03/12	/ 10/03/12
	Spots/ /End Time Days Length Week Rate	TypeSpot	ts Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1 \$2,2	<u>Rate</u> 200.00		
	<u>Rate</u> 000.00	NM	2 \$6,000.00
1 WISN 10/15/12-10/21/12 HappyEnd Tue Credited	Weekdays Length Rate 8-9p -Tu :30 \$3,000.00	<u>Type</u> <i>NM</i>	
	000.00		
43 WISN 10/27/12 10/27/12 College Football Game #2 230p- <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1 \$7,0	6p :30 <u>Rate</u> 000.00	NM	1 \$7,000.00
	⁰ 0p :30 <u>Rate</u> 300.00	NM	2 \$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930 Start Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	A :30 <u>Rate</u> 225.00	NM	2 \$450.00
46 WISN 10/22/12 10/22/12 General Hospital 2-3pm Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 \$3	n/1-2p :30 <u>Rate</u> 350.00	NM	1 \$350.00
47 WISN 11/06/12 11/06/12 General Hospital 2-3pm Start Date Week: 11/05/12 11/11/12 -1 Week: Start Date Week: 11/05/12 11/11/12 -1 Spots/Week	n/1-2p :30 <u>Rate</u> 350.00	NM	1 \$350.00
Week: 10/22/12 10/28/12 1 1 \$1,6 Week: 10/29/12 11/04/12 1 1 \$1,6	30p :30 <u>Rate</u> 500.00 500.00 500.00 500.00	NM	4 \$6,400.00
49 WISN 10/15/12 11/05/12 The View 10-11. Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 \$5 Week: 10/22/12 10/28/12 1 1 \$5 Week: 10/29/12 11/04/12 1 1 \$5		NM	4 \$2,000.00
50 WISN 11/06/12 11/06/12 The View 10-11 Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 \$5	am :30 <u>Rate</u> 500,00	NM	1 \$500.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 \$2 Week: 10/22/12 10/28/12 1 1 \$2 Week: 10/29/12 11/04/12 1 1 \$2	1A-12P :30 <u>Rate</u> 125.00 125.00 125.00 125.00	NM	4 \$900.00
52 WISN 10/29/12 11/05/12 3-4p 3-4p	:30	NM	2 \$1,000.00

Rate

\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

10/03/12 / 10/03/12



	Contract / Revision 939457 / 3	<u>Alt Order #</u> 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
<u>Advertiser</u>	0	riginal Date / Revision

				Delli	ociatic 3	enatorial Ga		10,00,12	, 10	703712
*Line Ch Start	Date End D	ate Descript	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S _I	oots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				.,,,,,,,		Anodit
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	Ψ300.00
Week: 11/05/12	11/11/12	-1	11	\$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate						•
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$600.00						
				\$600.00						
55 WISN 10/15 Start Date	/12 11/05/ End Date		· .	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				j		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A	···	:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14101	7	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00				1		
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00	·					
57 WISN 10/08/			• _	6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1 *	<u>Rate</u>						
Week: 10/05/12	10/14/12	1	1	\$1,200.00 \$1,200.00				ł		
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	i	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00				i		
58 WISN 10/15/	12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14101	4	Φ4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week	<u>Rate</u> \$1,000.00						
60 WISN 10/22/	***************************************									
	Fnd Date	12 Entertainn	Spots/Week	630p-7pm		:30		NM	3	\$2,550.00
Week: 10/22/12	10/28/12	1	<u> </u>	<u>Rate</u> \$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00				1		
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/	12 11/05/1	12 Good Mor	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1 4141	J	Ψ3,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				l		

Democratic Senatorial Ca

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order #
	939457 / 3	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spo	ots	Amount
Start Date	Rate				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00 \$450.00				
N 64 WISN 10/06/12 10/06/12 PostBadger Start Date End Date Weekdays Spots/Week	PostBadger	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,000.00				
					• •
N 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week	630-7p, 6-630p Rate	:30	NM	1	\$1,500.00
Week: 10/01/12 10/07/12S- 1	\$1,500.00				
N 66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM		P2 000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	ININI	1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
N 67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14.44		Ψ550,00
Week: 10/01/12 10/07/12TF 1	\$350.00				
N 68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				7-00.00
Week: 10/01/12 10/07/12S- 1	\$250.00				
N 69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/12\$ 1	\$200.00				
N 70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/12TF 2	\$400.00	· · · · · · · · · · · · · · · · · · ·			
N 71 WISN 10/04/12 10/05/12 Nightline	11p-11 <u>3</u> 0p	:30	MM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	Rate		•		
•	\$1,500.00				
N 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week	INSIDE HUD 1035	5 :30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$250.00				
	Ψ200.00				
		Totals	3	57	\$321,300.00

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 256 \$231,600.00 \$196,860.00 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 357 \$321,300.00 \$273,105.00

Signature:	Date: _	

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revisi	<u>on</u>	Alt Order #
	939457 /	3	06262067
Contract Dates	Product		Estimate #
10/02/12 - 11/06/12	DSCC-IE		1533
Advertiser Democratic Senatorial	Са		iginal Date / Revision 10/03/12 / 10/03/12

CONTRACT

Page 1 of 12

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	r				
	Contract / Re	<u>vision</u>		Alt Order #	
	939457	/ 4		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			Ori	ginal Date	/ Revision
Democratic Senatorial Ca	ımpaign Com	mittee			/ 10/04/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accour	nt E	xecutive	Sales Office
	WISN	Will Hil	deb	randt	HRP -Washingto
	Special Hand	ling			
	Damas				
	<u>Demographic</u>				
	Adults 35+	-			
	IDB#	Adverti	ser	<u>Code</u>	Product Code
	8091	49			53
	Agency Ref			<u>Advertiser</u>	Ref

						Spots/				
*Line Ch Start		ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02			ospital	2-3pm/1-2p	******	:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				· i	-	+5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00				Ī		
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02		12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				,		Ψ=4 ₁ 000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00				ľ		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					• •	Ψ1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				i		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/		2 Late News	1030PM	1030p-11p		:30	***************************************	NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	Ψ4,700.00
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00				l		
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/	12 11/02/1	2 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				' ''''	•	Ψ0,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revision	Alt Order #
	939457 / 4	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 **Democratic Senatorial Ca**

*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$750.00						
	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02 Start Date	/12 11/02/ End Date		ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHE	N	12P-1P		:30	****	NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,	Ū	42,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$300.00						
		-TWTF	2	\$300.00						
8 WISN 10/02 Start Date	/12 11/02/ End Date			M-F 2-3P		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$500.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	2 2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00 \$500.00						
10 WISN 10/02		******								
Start Date	End Date	Weekdays	Spots/Week	4P-5P Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02		12 News M-F		5-530pm		:30		NM	14	\$14,000.00
Start Date		Weekdays	Spots/Week	Rate				1		,
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$1,000.00				I		
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	3 3	\$1,000.00 \$1,000.00				I		
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				l		
12 WISN 10/02		·		5-6A		.30				
Start Date	End Date	Weekdays	Spots/Week	5-6A Rate		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 / 4 06262067 Contract Dates Estimate # Product

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

+1 to - 01 01 (D. F.	S				Spots/				•
		Date Descripti		Start/End Time	Days	Length Week	Rate	Types	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u>						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350,00 \$350,00						
13 WISN 10/02		····	····					****		
Start Date	End Date	/12 News M-F Weekdays	Spots/Week	6-630pm		:30		MM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				Ī		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		100			10	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				ı		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$1,000.00				i		
	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2 2	\$850.00 \$850.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ning America	7-9a		-20			0.4	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITH	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3	\$450.00						
t	******		4	\$450.00						
18 WISN 10/26/ Start Date	/12 10/26/ End Date	12 2020 <u>Weekdays</u>	Cooke AAI - al-	Fri 9-10p		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	<u>vveekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00						
19 WISN 10/08/										
Start Date	End Date	12 Dancing <u>Weekdays</u>	Spots/Week	Prime Other		:30		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	1	<u> </u>	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
				•				ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Week: 10/29/12

11/04/12

----1-

1



Contract / Revision Alt Order # 939457 06262067 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 Democratic Senatorial Ca / 10/04/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Spot Ch Date Range <u>Description</u> Start/End Time Weekdays Lenath Rate <u>Туре</u> 3 WISN 10/22/12-10/28/12 Dancina Prime Other :30 \$5,000.00 NM See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p :30 \$5,000.00 NM MG for 19.3 10/22 Week: 10/29/12 11/04/12 1 \$5,000.00 Week: 11/05/12 11/11/12 1 \$5,000.00 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM \$4,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$4,000.00 1 Spot Ch Date Range Description Start/End Time Weekdavs Length Rate Type 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p :30 \$4,000.00 NM Credited Week: 10/29/12 11/04/12 1----\$4,000.00 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p .30 NM \$3,000.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$600.00 Week: 10/08/12 10/14/12 ---1-1 \$600.00 Week: 10/15/12 10/21/12 1 \$600.00 Week: 10/22/12 10/28/12 1 \$600.00 Week: 10/29/12 11/04/12 ____1_ \$600.00 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM \$6,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ---1-1 \$6,500.00 Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate Type 1 WISN 10/08/12-10/14/12 College Football Game #2 230p-6p -----Sa--:30 \$6,500.00 NM See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6p -----Sa--:30 \$6,500.00 NM MG for 22.1 10/13 23 WISN 10/06/12 News Sa 6p-630p 11/03/12 6-630pm :30 NM \$2,500.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 1 \$500.00 Week: 10/08/12 10/14/12 1 \$500.00 Week: 10/15/12 10/21/12 1 \$500.00 Week: 10/22/12 10/28/12 1 \$500.00 Week: 10/29/12 11/04/12 1 \$500.00 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM \$800.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 10/08/12 10/14/12 ----1-1 \$200.00 Week: 10/15/12 10/21/12 ----1-1 \$200,00 Week: 10/22/12 10/28/12 ----1-1 \$200.00 ----1-Week: 10/29/12 11/04/12 1 \$200.00 WISN 10/06/12 News Sa 6p-630p 11/03/12 6-630pm NM 5 \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$700.00 Week: 10/08/12 **---**-1-10/14/12 1 \$700.00 Week: 10/15/12 10/21/12 ----1-1 \$700.00 Week: 10/22/12 10/28/12 ----1-1 \$700.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$700.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

\$2,500.00



34 WISN 10/07/12 11/04/12

News Sun 530pm

	Contract / Revision 939457 / 4	Alt Order # 06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		
Advertiser	<u>O</u>	riginal Date / Revision		

www.wisn.com				Auvi	eruser				Original Da	te / Revi	sion
				Den	ocratic S	enatorial C	a		10/04/12	/ 10	/04/12
				I.u.				•			
*line Ch Ctor	t Data End F	Data Danadati		0	_		Spots/		_		
		Date Description		Start/End Time	Days	Length	Week	Rate	TypeS	pots	Amount
Start Date	ž	Weekdays	Spots/Week	<u>Rate</u>							
26 WISN 10/0			On sta Mita ala	6-7a		:30			MM	5	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$600.00							
Week: 10/08/12	10/14/12	1-	1	\$600.00							
Week: 10/15/12	10/21/12	1-	1	\$600.00							
Week: 10/22/12	10/28/12	<u>1</u> -	i	\$600.00							
Week: 10/29/12	11/04/12	1-	1	\$600.00							
27 WISN 10/2	0/12 11/03/	12 SA 630-7p		630p-7p		:30			NM	2	£1 000 00
Start Date		Weekdays	Spots/Week	Rate		.50			INIVI	2	\$1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00							
Week: 10/22/12	10/28/12		0	\$0.00							
Week: 10/29/12	11/04/12	1-	1	\$500.00							
28 WISN 10/1		12 Sat 630-7p		630-7p		:30			NM	2	\$2,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>							44,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00							
Week: 10/15/12 Week: 10/22/12	10/21/12		0	\$0.00							
	10/28/12	1-	1	\$1,000.00							
29 WISN 10/0			College Footbal	•		:30			NM	3	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays 1-	Spots/Week	<u>Rate</u>					ļ.		
Week: 10/08/12	10/14/12		Ó	\$1,000.00 \$0.00							
Week: 10/15/12	10/21/12	2-	2	\$1,000.00					ŀ		
30 WISN 10/1:	*****			7-9am	"	-00					
Start Date		Weekdays	Spots/Week	Rate		:30			NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00							
Week: 10/15/12	10/21/12	1-	1	\$450.00							
Week: 10/22/12	10/28/12	1-	1	\$450.00							
Week: 10/29/12	11/04/12	1-	1	\$450.00							
31 WISN 10/0	7/12 11/04/	12 Late News	10pm	10p-1030p		:30		•••	NM	5	\$8,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>					,	ŭ	40,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00							
Week: 10/08/12	10/14/12	1	1	\$1,600.00							
Week: 10/15/12	10/21/12	1	1	\$1,600.00							
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$1,600.00							
				\$1,600.00							
32 WISN 10/14			SU 1030PM	1030p-11p		:30			NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$950.00							
Week: 10/15/12	10/21/12	1	1	\$950.00							
Week: 10/22/12	10/28/12	<u>1</u>	1	\$950.00							
Week: 10/29/12	11/04/12	1	1	\$950.00							
33 WISN 10/14		12 Su 458-6a	-	458-6AM	~	:30			NIA A		# 000 00
Start Date		Weekdays	Spots/Week	Rate		.50			NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00							
Week: 10/15/12	10/21/12	1	1	\$200.00							
Week: 10/22/12	10/28/12	1	1	\$200.00							
Week: 10/29/12	11/04/12	 1	11	\$200.00							

530-6p

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confiracts, insertion orders, copy instructions or any correspondence when such conflict with specified.



41 WISN 10/02/12 10/30/12 PrivatePractice

10/07/12

Week: 10/01/12

	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	0	riginal Date / Revision

www.wisn.com			ם	emocratic S	enatorial Ca		10/04/12	2 / 10)/04/12
*Line Ch Start Date End Da	ate Description		Start/End Tim	ie Days	S Length V	Spots/ Veek Rate	TypeS	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Sp	ots/Week	<u>Rate</u> \$500.00						
Week: 10/08/12 10/14/12	1	1	\$500.00 \$500.00						
Week: 10/15/12 10/21/12	1	1	\$500.00						
Week: 10/22/12 10/28/12	1	i	\$500.00						
Week: 10/29/12 11/04/12	1	i 1	\$500.00						
35 WISN 10/07/12 11/04/1:	2 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date End Date		ots/Week	Rate		.00		7,117.	•	Ψ2,000.00
Week: 10/01/12 10/07/12	1	1	\$400.00						
Week: 10/08/12 10/14/12	1	1	\$400.00						
Week: 10/15/12 10/21/12	1	1	\$400.00						
Week: 10/22/12 10/28/12	1	1	\$400.00						
Week: 10/29/12 11/04/12	1	1	\$400.00						
36 WISN 10/21/12 10/21/13	2 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End Date		ots/Week	Rate						,
Week: 10/15/12 10/21/12	1	1	\$2,500.00						
37 WISN 10/07/12 11/04/1:			7- 9 am		:30		NM	5	\$2,000.00
Start Date End Date		ots/Week	<u>Rate</u>						•
Week: 10/01/12 10/07/12	1	1	\$400.00						
Week: 10/08/12 10/14/12	1	1	\$400.00						
Week: 10/15/12 10/21/12	1	1	\$400.00						
Week: 10/22/12 10/28/12	1	1	\$400.00				- 1		
Week: 10/29/12 11/04/12	1	1	\$400.00						
38 WISN 10/14/12 11/04/1:			•		:30		NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Sp	ots/Week	Rate				l		
Week: 10/15/12 10/14/12 Week: 10/15/12 10/21/12	1	1 0	\$1,000.00						
Week: 10/13/12 10/21/12 Week: 10/22/12 10/28/12		0	\$0.00 \$0.00						
Week: 10/29/12 11/04/12	1	1	\$0.00 \$1,000.00						
****				·····					
39 WISN 10/09/12 10/23/1; Start Date End Date		ata AAlaale	Tue 7-8p		:30		NM	2	\$10,000.00
Week: 10/08/12 10/14/12	Weekdays Sp	ots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12 10/21/12		Ö	\$0.00						
Week: 10/22/12 10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/12 10/09/12	2 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000,00
Start Date End Date	* 1 *	ots/Week	Rate		.00		1407		Ψ5,000.00
Week: 10/01/12 10/07/12	-1	1	\$2,500.00						
Spot Ch Date Range	<u>Description</u>		Start/End Time	<u>Weekda</u>	<u>ys Lengt</u>	<u>th</u> <u>Rate</u>	<u>Туре</u>		
1 WISN 10/01/12-10/07/	12 HappyEnd		Tue 8-9p	-Tu	:3	30 \$2,50 0.00	NM		
See MG 40.3									
3 WISN 10/01/12-10/07/	12 DWTS Results		Tue 8-9p	-Tu	:	30 \$2,500.00	NM		
® See MG 40.4	(O DIATE								
4 WISN 10/01/12-10/07/	IZ DWIS		Tue 7-8p	-Tu	:3	30 \$2,500.00	NM		
MG for 40.3 10/02 Week: 10/08/12 10/14/12	-1	1	ቁን ደበሳ ሳሳ						
**CGR. 10/00/12 10/14/12	- T	1	\$2,500.00			W			

:30

2

\$4,400.00

Tue 9-10p

<u>Rate</u>

\$2,200.00

Spots/Week

1

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		riginal Date / Revision 10/04/12 / 10/04/12

*Line Ch Start Date End Date Description		Start/End Time	Spot Days Length Wee		Tuno S	4 -	A
	s/Week	Rate	Days Length Wee	r rate	TypeS	pois	Amount
Spot Ch Date Range Description	SIVVEEK	Start/End Time	Weekdays Length	Rate	Type		
1 WISN 10/01/12-10/07/12 PrivatePractice		Tue 9-10p	-Tu :30	\$2,200,00	<u>Type</u> NM		
See MG 41.4		.000 100	,50	\$2,200.00	14141		
4 WISN 10/01/12-10/07/12 Scandal		Thu 9-10p	Th :30	\$2,200.00	NM		
MG for 41.1 10/02		- 1		42,2000			
Week: 10/08/12 10/14/12	0	\$0.00			1		
Week: 10/15/12 10/21/12 -1	1	\$2,200.00			1		
Spot Ch Date Range Description		Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
2 WISN 10/15/12-10/21/12 PrivatePractice		Tue 9-10p	-Tu: :30	\$2,200.00	NM		
Credited Week: 10/22/12 10/28/12							
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12 -1	0	\$0.00			i		
	1	\$2,200.00					
42 WISN 10/16/12 10/30/12 HappyEnd		Tue 8-9p	:30		NM.	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/15/12 10/21/12 -1	s/Week	Rate					
Spot Ch Date Range Description	1	\$3,000.00	10/antidayan Fayattı	. .	_		
1 WISN 10/15/12-10/21/12 HappyEnd		Start/End Time Tue 8-9p	Weekdays Length	Rate	<u>Type</u>		
Credited Credited		rue o-sp	-Tu :30	\$3 ,000.00	NM		
	1	\$3,000.00					
	1	\$3,000.00					
43 WISN 10/27/12 10/27/12 College Football G	ame #2		:30			4	** *** ***
	s/Week	Rate	.30		NM	1	\$7,000.00
Week: 10/22/12 10/28/121-	1	\$7,000.00					
44 WISN 11/03/12 11/03/12 ABC Prime College	Footbal	7-1030p	:30		NM	2	¢2 e00 00
	s/Week	Rate	.50		MINI	2	\$2,600.00
Week: 10/29/12 11/04/122-	2	\$1,300.00					
45 WISN 10/28/12 10/28/12 Sun 9-930A		9-930A	:30	···········	NM	2	\$450.00
	s/Week	<u>Rate</u>				_	φ-30.00
	2	\$225.00					
46 WISN 10/22/12 10/22/12 General Hospital		2-3pm/1-2p	:30		NM	1	\$350.00
Start Date End Date Weekdays Spots	s/Week	Rate					4000.00
•	1	\$350.00					
47 WISN 11/06/12 11/06/12 General Hospital		2-3pm/1-2p	:30		NM	1	\$350.00
	s/Week	Rate					
	1	\$350.00					
48 WISN 10/15/12 11/05/12 Late News 10PM		10-1030p	:30		NM	4	\$6,400.00
144 1 104 1140	<u>/Week</u>	Rate					
Week: 10/22/12 10/28/12 1	1	\$1,600.00					
ter i demons de la companya de	1	\$1,600.00 \ \$1,600.00					
Week: 11/05/12 11/11/12 1	1	\$1,600.00					
49 WISN 10/15/12 11/05/12 The View	-		**				
	:/Week	10-11am Rate	:30		NM	4	\$2,000.00
151-1-40145140 40101140	1	\$500.00					
141. 1 40/00/40 40/00/40	1	\$500.00					
Week: 10/29/12 11/04/12 1	1	\$500.00					
Week: 11/05/12 11/11/12 1	1	\$500.00					
50 WISN 11/06/12 11/06/12 The View		10-11am	:30		NM	1	\$500.00
		/ **********************************	.00		LAIAL	1	\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Start Date End Date Weekdays

	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	[0	riginal Date / Revision

www.wisn.com	•			Adv	CITISCI			Onginal Dat	C / KEVI	SIOTI
				Democratic Senatorial Ca			10/04/12	/04/12		
				<u> </u>					***************************************	
+1 in a Ob Other	D-1- E-1 D				_	Spots/				
		ate Description		Start/End Time	Days	Length Week	Rate	TypeSp	oots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00		- 1111	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
51 WISN 10/15	/12 11/05/	12 ANDERSO	N COOPER	M-F 11A-12P		:30	<u>'''</u>	NM	4	\$900.0
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						V - 33.5
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$225.00						
Week: 11/05/12	11/04/12	1 1	1	\$225.00				·		
			I	\$225.00						
52 WISN 10/29 Start Date			Consta AM and	3-4p		:30		NM	2	\$1,000.0
Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$500.00				1		
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				· · · · · · · · · · · · · · · · · · ·		-20				.
Start Date	End Date	Weekdays	Spots/Week	3-4p Rate		:30		NM	1	\$500.0
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$4 000 O
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	2	\$1,200.0
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				''''	7	Ψ-1,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				- 1		
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$1,000.00				- 1		
	11/11/12	1	1	\$1,000.00						
56 WISN 10/15.				5-6A		:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$350.00				[
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$350.00 \$350.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08		12 News M-F		·····		.20			_	
Start Date	End Date	Weekdays	op Spots/Week	6-630pm <u>Rate</u>		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	<u> </u>	\$1,200.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15		12 ` News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					•	Ψ 1,000.0t
Week: 10/15/12	10/21/12	1	1	\$1,000.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.0
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week	Rate						
			1	\$1,000.00						
60 WISN 10/22/			ent Tonight	630p-7pm		:30		NM	3	\$2,550.0
Start Date	⊏na Date	Weekdays	Spots/Week	Rate				1		

<u>Rate</u>

Spots/Week

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

				Spots/			
*Line Ch Start Date End Date Descrip		Start/End Time	Days Length	r Week Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 1	Spots/Week	Rate		12000	T		
Week: 10/29/12 11/04/12 1	1	\$850.00 \$850.00					
Week: 11/05/12 11/11/12 1	1	\$850.00			ŀ		
· · · · · · · · · · · · · · · · · · ·	orning America		.01	a		_	
Start Date End Date Weekdays	Spots/Week	7-9a <u>R</u> ate	:30	U	NM	5	\$5,000.00
Week: 10/08/12 10/14/12 1	1	\$1,000.00					
Week: 10/15/12 10/21/12 1	1	\$1,000.00			1		
Week: 10/22/12 10/28/12 1	1	\$1,000.00					
Week: 10/29/12 11/04/12 1	1	\$1,000.00					
Week: 11/05/12 11/11/12 1	1	\$1,000.00					
	orning America	7-9a	:30	0	NM	1	\$1,000.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>					4.,000.00
Week: 11/05/12 11/11/12 -1	1	\$1,000.00					
	TH KELLY!	9-10am	:30	0	NM	4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/12 1	Spots/Week	Rate			ļ		·
	1	\$450.00					
Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	1	\$450.00					
Week: 11/05/12 11/11/12 1	1	\$450.00 \$450.00			1		
64 WISN 10/06/12 10/06/12 PostBad Start Date End Date Weekdays	ger Spots/Week	PostBadger	:30	D	NM	1	\$1,000.00
Week: 10/01/12 10/07/125-	<u> </u>	<u>Rate</u> \$1,000.00					
	sadgerPost	630-7p, 6-630p	:30			_	
Start Date End Date Weekdays	Spots/Week	Rate	.30	J	NM	1	\$1,500.00
Week: 10/01/12 10/07/12S-	1	\$1,500.00					
66 WISN 10/04/12 10/04/12 LastRes	ort	Thu 7-8p	:30	ገ	NM	1	£3 000 00
Start Date End Date Weekdays	Spots/Week	Rate	.00	•	14141	1	\$3,000.00
Week: 10/01/12 10/07/12T	1	\$3,000.00					
67 WISN 10/04/12 10/05/12 News M-	F 5a	5-6A	:30)	NM	1	\$350.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>				•	Ψ000.00
Week: 10/01/12 10/07/12TF	1	\$350.00					
68 WISN 10/06/12 10/06/12 Sa 458-6	а	456-6AM	:30)	NM	1	\$250.00
Start Date End Date Weekdays	Spots/Week	Rate			1		7-20.00
Week: 10/01/12 10/07/12S-	1	\$250.00					
69 WISN 10/07/12 10/07/12 Su 458-6		458-6AM	:30	כ	MM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/12S	Spots/Week	Rate					
	1	\$200.00					
70 WISN 10/04/12 10/05/12 KATIE C		M-F 2-3P	:30)	MM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/12TF	Spots/Week 2	<u>Rate</u> \$400.00					
						_	
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	Spots/Week	11p-1130p Rate	:30	J	NM	1	\$1,500.00
Week: 10/01/12 10/07/12TF	<u> 30013/4466K</u> 1	\$1,500.00			į		
	HE HUDDLE	INSIDE HUD 1035	:30	ጉ	NIN A	4	60=0 oc
Start Date End Date Weekdays	Spots/Week	Rate		J	NM	1	\$250.00
Week: 10/01/12 10/07/12S-	1	\$250.00					

Totals

357

\$321,300.00

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the specified.



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		Original Date / Revision 10/04/12 / 10/04/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature:	Date:	
------------	-------	--

CONTRACT

Contract Agreement Between: **WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	ision	Alt	Alt Order #			
	939457	/ 5	062	262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
Advertiser			Origin	al Date /	Revision		
Democratic Senatorial Ca	ampaign Com	mittee	10/0	5/12 /	10/05/12		
	Billing Cycle Billing Calendar				Cash/Trade		
	EOM/EOC	ast		Cash			
	Station	Accou	nt Exec	utive	Sales Office		
	WISN	Will Hi	ldebrar	ndt	HRP -Washingto		
	Special Handl	ing					
	Demographic						
	Adults 35+						
	IDB#	Advert	iser Co	<u>de</u>	Product Code		
	8091	49			53		
	Agency Ref		Ac	vertiser	Ref		

						Spots/				
*Line Ch Start I	Date End D	ate Descriptio	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02/			ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	- TWTF	2	\$350.00						
2 WISN 10/02	11/02/1	2 Late News		10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TW1F	2	\$1,600.00				1		
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	/12 11/02/	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ı		
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02	/12 11/02/	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				l		
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00				1		
Week: 10/29/12	11/04/12	-TWTF	11	\$950.00						
5 WISN 10/02	/12 11/02/	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Alt Order# Contract / Revision 939457 06262067

Estimate # Contract Dates Product 1533 DSCC-IE 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount							Spots/				
Week: 10/16/12 10/21/12 17/16/17 2 57/90.00	*Line Ch Sta	rt Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Week: 10/23/12 10/23/12 -TVTF- 2 \$750.00											
Week: 10/29/12 11/04/12 -TWTF 2 S79.00 NM 14 \$3,150.00											
S WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11-12P 30											
Sart Date End Date Week-idous Spots-Week Spots-Week Week-idous Spots-Week Spots-							-30		NM	14	\$3 150 00
Week: 1009/1/2 1009/1/2 -1WTF 2 \$225.00 Week: 1016/1/2 1009/1/2 -1WTF 2 \$225.00 Week: 1016/1/2 1009/1/2 -1WTF 3 \$225.00 Week: 1016/1/2 1009/1/2 -1WTF 4 \$225.00 Week: 1019/2/1 1009/1/2 1709/1/2 -1WTF 4 \$225.00 Week: 1009/1/2 1009/1/2 1709/1/2 -1WTF 4 \$225.00 Week: 1009/1/2 1009/1/2 1709/1/2 -1WTF 2 \$300.00 Week: 1009/1/2 1009/1/2 -1WTF 2 \$400.00 Week: 1009/1/	-						.50			• •	40,100.00
Week: 10/08/12 10/14/12 -TWTF 2 5225.00											
Week: 1075/12 10721/12 1777F 3 \$225.00											
Week: 10/22/12 10/28/12 -TWTF 3 \$225.00		-							1		
Week: 10/29/12			-TWTF	3	\$225.00						
Week 10008/12 10744/12 -TWTF 2 \$300.00			-TWTF	4	\$225.00						
Week: 10/16/12	7 WISN 10	/09/12 11/02/	12 THE CHE	W	12P-1P		:30		NM	8	\$2,400.00
Week: 10/15/12 10/21/12 TWTF 2 \$300.00											
Week: 10/22/12 10/28/12 - TWTF 2 \$300.00											
Neek: 10/29/12											
8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/03/12 10/12/12 -TWTF 2 \$400.00 Week: 10/15/12 10/12/12 -TWTF 2 \$400.00 Week: 10/15/12 10/22/12 11/02/12 -TWTF 2 \$400.00 Week: 10/22/12 11/02/12 -TWTF 2 \$400.00 Week: 10/22/12 11/02/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 -TWTF 2 \$400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/02/12 -TWTF 2 \$500.00 Week: 10/15/12 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/15/12 10/12/12 -TWTF 2 \$500.00 Week: 10/05/12 10/02/12 -TWTF 2 \$500.00 Week: 10/05/12 10/02/12 11/02/12 DR. OZ Spots/Week Rate Week: 10/06/12 10/12/12 -TWTF 2 \$500.00 Week: 10/05/12 10/02/12 -TWTF 2 \$500.00 Week: 10/05/12 10/02/12 11/02/12 -TWTF 2 \$600.00 Week: 10/05/12 10/02/12 -TWTF 2 \$600.00 Week: 10/02/12 10/02/12 -TWTF 3 \$1,000.00 Week: 10/06/12 10/04/12 -TWTF 3 \$1,000.00 Week: 10/06/12 10/07/12 -TWTF 3 \$1,000.00 Week: 10/05/12 10/02/12 -TWTF 3 \$1,000.00 Week: 10/05/12 10/07/12 -TWTF 3 \$1,000.00 Week: 10/05/12 10/07/12 -TWTF 3 \$1,000.00 Week: 10/05/12 10/07/12											
Signt Date	Week: 10/29/12	2 11/04/12	-TWTF	2							
Week: 10/001/12	8 WISN 10	/02/12 11/02/					:30		NM	10	\$4,000.00
Week: 10/108/12 10/14/12											
Week: 10/15/12 10/21/12 -TWTF 2 \$400.00											
Week: 10/22/12											
Week 10/29/12 11/02/12 3-4p	* *				•						
9 WISN 10/02/12 11/02/12 3-4p											
Start Date							:30		NM	10	\$5,000.00
Week: 10/08/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 Week: 10/29/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date End Date Week and Spots/Week Rate Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/29/12 11/02/12 -TWTF 2 \$600.00 Week: 10/29/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Week: 10/08/12 10/14/12 -TWTF 2 \$1,000.00 Week: 10/10/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/02/12 -TWTF 2 \$1,000.00 Week: 10/29/12 11/02/12 -TWTF 3 \$1,000.00 Wee				Spots/Week			.00				, ,
Week: 10/08/12 10/14/12 -TWTF 2 \$500.00											
Week: 10/22/12 10/28/12 -TMTF 2 \$500.00			-TWTF	2	\$500.00						
Week: 10/29/12	Week: 10/15/1	2 10/21/12	-TWTF		\$500.00				ì		
10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00	Week: 10/22/1	2 10/28/12	-TWTF								
Start Date End Date Weekdays Spots/Week Rate	Week: 10/29/1	2 11/04/12	-TWTF	2	\$500.00						
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$600.00	10 WISN 10	/02/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Start Date Week Indoor Ind			<u>Weekdays</u>								
Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Week 10/01/12 End Date Date News M-F 5p \$1,000.00									l		
Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Veek: 10/01/12 End Date Veekdays Weekdays Spots/Week Rate S1,000.00 Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Veek: 10/01/12 End Date Veekdays Spots/Week Spots/We											
Week: 10/29/12 11/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Start Date End Date Weekdays Spots/Week Spots/Week Rate St.,000.00 Week: 10/01/12 10/07/12 -TwTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TwTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TwTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TwTF 3 \$1,000.00 Week: 10/02/12 11/04/12 -TwTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Start Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Week: 10/01/12 10/07/12 -TwTF 2 \$3550.00									-		
11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date End Date Weekdays Spots/Week Rate											
Start Date End Date Weekdays Spots/Week Rate							130		NAIA	1/	\$14,000,00
Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/21/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 NM 15 \$5,250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/07/12 -TWTF 2 \$350.00							.30		14141	14	Ψ14,000.00
Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date Weekdays Spots/Week Week: 10/07/12 Rate Spots/Week S											
Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 Weekdays Spots/Week -TWTF 2 \$350.00											
Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 10/07/12 -TWTF 2 \$350.00					•						
Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date Weekdays -TWTF Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Spots/Week Rate Spots/Week Spots					\$1,000.00						
12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$350.00			-TWTF	3	\$1,000.00						
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$350.00			/12 News M-	F 5a	5-6A		:30		NM	15	\$5,250.00
Week: 10/01/12 10/07/12 -TWTF 2 \$350.00											
Week: 10/08/12 10/14/12 -TWTF 3 \$350.00		2 10/07/12									
	Week: 10/08/1	2 10/14/12	-TWTF	3	\$350.00					l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 / 5 06262067

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start [Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/		2 News M-F		6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3 3	\$1,200.00 \$1,200.00						
Week: 10/15/12	10/21/12 10/28/12	-TWTF -TWTF	3	\$1,200.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
						:30		NM	15	\$15,000.00
14 WISN 10/02/			sa Spots/Week	6-7A Rate		.30		14141	10	Ψ10,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	2	\$1,000.00						
Week: 10/01/12	10/11/12	-TWTF	3	\$1,000.00				1		
Week: 10/05/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/	12 11/02/1	2 Entertainm	ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date	End Date	Weekdays	Spots/Week	Rate						•
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Spot Ch Da	te Range	Description	<u>n</u>	Start/End Time	Weekda		<u>Rate</u>	Туре		
1 WISN 10	/01/12-10/07/	/12 Entertainn	nent Tonight	630p-7pm	-TuWTh	:30	\$ 850.00	NM		
See MG 23	-		_							
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00				l l		
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	TWTF	3	\$850.00					5.4	****
16 WISN 10/02/			ing America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/01/12	10/07/12 10/14/12	-TWTF -TWTF	3 4	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/13/12	10/21/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00				l		
17 WISN 10/02/				9-10am		:30	····	NM	14	\$6,300.00
17 WISN 10/02/ Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1 3241		Ψ0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	/12 10/26/	12 2020		Fri 9-10p	<u> </u>	:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08	/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00					İ	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 06262067 939457 Estimate # Contract Dates Product 1533 DSCC-IE 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week 10/22/12 10/28/12 1 1	<u>Rate</u> \$5,000.00			
1466K. 10/22/12 10/20/12 2	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M:30 \$5,000.00	NM	
See MG 19.6				
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: :30 \$5,000.00	NM	
® MG for 19.3 10/22				
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/12 1 1	\$4,000.00 Start/End Time	Weekdays Length Rate	Type	
Spot Ch Date Range Description	Start/End Time Mon 9-10p	M :30 \$4,000.00	NM	
1 WISN 10/22/12-10/28/12 Castle	MON 9-10p	المحتودة الم		
Credited Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date	Rate			
Week: 10/01/12 10/07/121 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00 \$600.00			
Week: 10/29/12 11/04/121- 1		.20	NM 1	\$6,500.00
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p Rat <u>e</u>	:30	14141	Ψ0,500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1	\$6,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$ 6,500.00	NM	
See MG 22.2				
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$500.00 Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	Туре	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00	NM	
See MG 23.6	0-000pm	24 1.2 2		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
(A) MG for 15.1,23.1				
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			2000.00
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$200.00			
7700K. 10706/12	\$200.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
20 MAIGHA TOYOOTTE THOOFTE HOMO ON OP-OOOD	piii		•	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 06262067 939457 / 5

Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00				
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$700.00				
Week: 10/15/12 10/14/121- 1	\$700.00				
Week: 10/13/12 10/28/121- 1	\$700.00				
Week: 10/29/12 11/04/121- 1	\$700.00				
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/We					•
Week: 10/01/12 10/07/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121 1	\$600.00				
Week: 10/22/12 10/28/121 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600,00				
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/We					
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12	\$0.00 \$500,00				
		-20	NINA	2	#0.000.00
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/08/12 10/14/121- 1	<u>ek Rate</u> \$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/121- 1	\$1.000.00				
29 WISN 10/06/12 10/20/12 ABC Prime College Foo	tbal 7-1030p	:30	NM	3	\$3,000.00
Start Date End Date Weekdays Spots/We		.00		•	40,000.00
Week: 10/01/12 10/07/121 1	\$1,000.00				
Week: 10/08/12 10/14/12 0	\$0.00		İ		
Week: 10/15/12 10/21/122- 2	\$1,000.00				
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/We					
Week: 10/08/12 10/14/121- 1	\$450.00				
Week: 10/15/12 10/21/121- 1	\$450.00				
Week: 10/22/12	\$450.00 \$450.00				
**************************************	<u> </u>			_	
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM I	5	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/01/12 10/07/121 1	<u>ek</u> <u>Rate</u> \$1,600.00				
Week: 10/04/12 10/04/121 1	\$1,600.00				
Week: 10/15/12 10/21/121 1	\$1,600.00				
Week: 10/22/12 10/28/121 1	\$1,600.00				
Week: 10/29/12 11/04/121 1	\$1,600.00				
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	NM	4	\$3,800.00
Start Date End Date Weekdays Spots/We			, , , , , , , , , , , , , , , , , , , ,		. ,
Week: 10/08/12 10/14/121 1	\$950.00				
Week: 10/15/12 10/21/121 1	\$950.00				
Week: 10/22/12 10/28/121 1	\$950.00				
Week: 10/29/12 11/04/121 1	\$950.00				
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30	NM	4	\$800.00
Start Date End Date Weekdays Spots/We	ek Rate				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 06262067 939457

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots	1			
*Line Ch Start D	ate End D	ate Description	1	Start/End Time	Days	Length Week		Туре	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						···-
Week: 10/08/12	10/14/12	1	1	\$200.00				1		
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00				ĺ		
Week: 10/29/12	11/04/12	1	11	\$200.00					_	
34 WISN 10/07/1			•	530-6p		:30		NM	5	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	<u>Rate</u> \$500.00						
Week: 10/08/12	10/07/12	1	1	\$500.00						
Week: 10/05/12	10/14/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/1		2 Sun GMA	-	6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400,00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00			, <u>.</u>			
36 WISN 10/21/	12 10/21/1			Sun 7-8p		:30		MM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			or .			
Week: 10/15/12	10/21/12	1	1	\$2,500.00					_	
37 WISN 10/07/				7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u> \$400.00						
Week: 10/01/12 Week: 10/08/12	10/07/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/	12 11/04/	12 This Week	With George Ste	ep930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00					Ì	
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
N 39 WISN 10/09/				Tue 7-8p		:30		MM	3	\$12,500.00
Start Date	End Date 10/14/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$5,000.00						
Week: 10/08/12	te Range	Description	,	Start/End Time	Weekda	ays Length	Rate	<u>Туре</u>		
	<u>18 Kange</u> /08/12-10/14	***************************************	_	Tue 7-8p	-Tu		\$5.000.00	NM		
See MG 39		712 Dancertes	uno	rac r-op		.00	4 0,000.00	1 7117.		
3 WISN 10/		/12 DWTS Res	sults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
MG for 40.2	2,39.1			·						
4 WISN 10/	08/12-10/14	/12 DWTS- Ju	dges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
MG for 40.2	-									
Week; 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02/				Tue 8-9p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays -1	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-1	1	\$2,500.00					I	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Alt Order # Contract / Revision 06262067 939457 / 5

Product Estimate # Contract Dates 1533 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd	<u>Rate</u> <u>Start/End Time</u> Tue 8-9p	Weekdays Length -Tu :30	<u>Rate</u> \$2,500.00	Type NM	
See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	\$ 2,500.00	NM	
⊕ See MG 40.4 4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM	
⊕ MG for 40.3 10/02 Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd	Start/End Time Tue 8-9p	Weekdays Length -Tu :30	<u>Rate</u> \$2,500.00	Type NM	
See MG 39.3,39.4		-20		NB4	£4.400.00
41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	Tue 9-10p <u>Rate</u> \$2,200.00	:30		NM 2	\$4,400.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30	\$ 2,200.00	NM	
See <i>MG 41.4</i> 4 WISN 10/01/12-10/07/12 Scandal → MG for 41.1 10/02	Thu 9-10p	Th :30	\$2,200.00	NM	
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu: :30	\$2,200.00	NM	
Credited Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		NM 2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/12 -1 1	\$3,000.00	Weekdays Length	Rate	Туре	
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd	Start/End Time Tue 8-9p	Weekdays Length	\$3,000.00	NM	
Credited	100 0-5p	100	40 ,000.00		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		NM 1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30		NM 2	\$2,600.00
Start Date End Date Weekdays Spots/Week	Rate	.00			7-,000.00
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30		NM 2	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 2 2	<u>Rate</u> \$225.00				
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30		NM 1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00			1	
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 11/05/12 11/11/12 -1 1	\$350.00			l	

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 / 5

Contract Dates Estimate # Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time		ate TypeSp	ots	Amount
Start Date End Date Weekdays Spots	Week Rate				· · · · · · · · · · · · · · · · · · ·
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
	/Week Rate				
Week: 10/15/12 10/21/12 1	1 \$1,600.00 1 \$1,600.00				
Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	1 \$1,600.00				
Week: 11/05/12 11/11/12 1	1 \$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
10 111011	/Week Rate				•
Week: 10/15/12 10/21/12 1	1 \$500.00				
Week: 10/22/12 10/28/12 1	1 \$500.00				
Week: 10/29/12 11/04/12 1	1 \$500.00				
WEEK. 1700/12 1771/12 1	1 \$500.00			4	
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
	<u>s/Week</u> <u>Rate</u> 1 \$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOF	·	:30	NM	4	\$900.00
	Week Rate	.00		·	750.00
Week: 10/15/12 10/21/12 1	1 \$225.00				
Week: 10/22/12 10/28/12 1	1 \$225.00				
Week: 10/29/12 11/04/12 1	1 \$225.00]		
Week: 11/05/12 11/11/12 1	1 \$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM	2	\$1,000.00
	Meek Rate				
Week: 10/29/12	1 \$500.00 1 \$500.00				
		:30	NM	1	\$500.00
53 WISN 11/06/12 11/06/12 3-4p Start Date	3-4p s∕Week <u>Rate</u>	.50	14141	•	Ψ500.00
Week: 11/05/12 11/11/12 -1	1 \$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NM	2	\$1,200.00
•	s/Week Rate				
Week: 10/29/12 11/04/12 1	1 \$600.00				
Week: 11/05/12 11/11/12 1	1 \$600.00				
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NM	4	\$4,000.00
	<u>s/Week Rate</u> 1 \$1,000.00				
Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1	1 \$1,000.00		1		
Week: 10/29/12 11/04/12 1	1 \$1,000.00				
Week: 11/05/12 11/11/12 1	1 \$1,000.00				
56 WISN 10/15/12 11/05/12 News M-F 5a	5-6A	:30	NM	4	\$1,400.00
	s/Week Rate				
Week: 10/15/12 10/21/12 1	1 \$350.00				
Week: 10/22/12 10/28/12 1	1 \$350.00				
Week: 10/29/12 11/04/12 1	1 \$350.00				
Week: 11/05/12 11/11/12 1	1 \$350.00			_	MO 644 47
57 WISN 10/08/12 11/05/12 News M-F 6p	6-630pm	:30	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/08/12 10/14/12 1	<u>s/Week</u> <u>Rate</u> 1 \$1,200.00				
Week: 10/15/12 10/14/12 1	1 \$1,200.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Contract / Revision Alt Order# 06262067 939457

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End Da	ate Description	1	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$1,200.00 \$1,200.00						
Week: 10/29/12 Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15			a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						, .,
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				İ		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
		_		630p-7pm		:30		NM	3	\$2,550.00
60 WISN 10/22 Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1	J	42,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08	/12 11/05/	12 Good Mornii	ng America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	l 1	\$1,000.00						
Week: 10/22/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				1		
62 WISN 11/06	/12 11/06/	12 Good Morni	ng America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	<u> </u>	\$1,000.00						
63 WISN 10/15		12 LIVE WITH		9-10am_		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays 1	Spots/Week	<u>Rate</u> \$450.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$450.00 \$450.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06		12 PostBadger		PostBadger		:30	, , , , , , , , , , , , , , , , , , ,	NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	S-	1	\$1,000.00						
65 WISN 10/06	5/12 10/06/	12 BIG 12 Bad	gerPost	630-7p, 6-630p		:30		NM	1	\$1,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12		S-	1	\$1,500.00				NINA.	4	#2 DOD OD
		12 LastResort	C+ ata \\\\asiz	Thu 7-8p		:30		NM	1	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$3,000.00						
67 WISN 10/04			-	5-6A		:30		NM	1	\$350.00
Start Date		Weekdays	Spots/Week	Rate					•	722.00
Week: 10/01/12	10/07/12	TF	1	\$350.00						
68 WISN 10/08	5/12 10/06/	12 Sa 458-6a		456-6AM		:30		NM	1	\$250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	S-	1	\$250.00				ı	l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Contract Agreement Between:



Contract / Revision Alt Order# 939457 / 5 06262067 <u>Product</u> Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

Spots/

*Line Ch Start Date End Date Description	Start/End Time D	ays Length Week Rate	Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
69 WISN 10/07/12 10/07/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline Start Date	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	INSIDE HUD 1035 _i <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		356	\$321,300.00

Time Period # of Spots **Gross Amount** Net Amount \$196,860.00 10/01/12 -10/28/12 255 \$231,600.00 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 \$273,105.00 356 \$321,300.00 Totals

Signature:	Date:	

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	vision		Alt Order	#
	939457	/ 6		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser	·		Ori	ginal Date	/ Revision
Democratic Senatorial Ca	mpaign Com	mittee	ı	0/09/12	/ 10/09/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accour	nt E	xecutive	Sales Office
	WISN	Will Hil	deb	randt	HRP -Washingto
	Special Hand	ling			
	Demographic		-		
	Adults 35+				
, 					
	IDB#	Adverti	ser	Code	Product Code
į.	8091	49			53
-	Agency Ref		T	Advertiser	Ref

*Line Ch Start Date End Date Description 1 WISN 10/02/12 11/02/12 General Hospital	Start/End Time	Spots/ Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2 Week: 10/08/12 10/14/12 -TwTF 2 Week: 10/15/12 10/21/12 -TwTF 2 Week: 10/22/12 10/28/12 -TwTF 2 Week: 10/29/12 11/04/12 -TwTF 2	2-3pm/1-2p <u>Rate</u> \$350.00 \$350.00 \$350.00 \$350.00 \$350.00	:30	NM	10	\$3,500.00
N 2 WISN 10/02/12 11/02/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 2 Spot Ch Date Range Description 3 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	:30 <u>Weekdays Length Rate</u> -TuwThF :30 \$1,600.00	NM <u>Type</u> <i>NM</i>	13	\$20,800.00
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TwTF 4 Week: 10/22/12 10/28/12 -TwTF 3 Week: 10/29/12 11/04/12 -TwTF 4 3 WISN 10/02/12 11/02/12 The View	\$1,600.00 \$1,600.00 \$1,600.00	-TuwThF :30 \$ 1,600.00	NM		
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 ⁻TWTF 2 Week: 10/08/12 10/14/12 ¬TWTF 2 Week: 10/15/12 10/21/12 ¬TWTF 3 Week: 10/22/12 10/28/12 ¬TWTF 3 Week: 10/29/12 11/04/12 ¬TWTF 4	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00 \$500.00	:30	NM	14	\$7,000.00
4 WISN 10/02/12 11/02/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 1 Week: 10/15/12 10/21/12 -TWTF 1 Week: 10/22/12 10/28/12 -TWTF 1	1030p-11p Rate \$950.00 \$950.00 \$950.00 \$950.00	:30	NM	5	\$4,750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

CLINE Transactions: IN = INEW, E = COREQ, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12 / 10/09/12



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
<u>Advertiser</u>	0	riginal Date / Revision

Democratic Senatorial Ca

Sand Case	*Line Ch Star	t Date End I	Data Dagarinti	0.15	O. 45		Spots/				
Section Sect					Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Signt Date End Date Meekdays ShotsWeek Fate ShotsWeek		11/04/12	-TWTF		<u>, , , , , , , , , , , , , , , , , , , </u>						-
Week: 1001171			_		11p-1130p		:30		NM	8	\$6,000,00
Week: 10/08/12 10/14/12 -TMTFF- 1 \$750.00 Week: 10/22/12 10/28/12 -TMTFF- 2 \$750.00 Week: 10/22/12 10/28/12 -TMTFF- 2 \$750.00 Week: 10/22/12 10/28/12 -TMTFF- 2 \$750.00 Week: 10/22/12 10/28/12 -TMTFF- 2 \$750.00 Week: 10/22/12 10/28/12 -TMTFF- 2 \$750.00 Week: 10/28/12 10/28/12 -TMTF- 2 \$225.00 Week: 10/28/12 10/14/12 -TMTF- 3 \$225.00 Week: 10/28/12 11/04/12 -TMTF- 4 \$225.00 Week: 10/28/12 11/04/12 -TMTF- 2 \$300.00 Week: 10/28/12 11/04/12 -TMTF- 2 \$400.00 Week: 10/28/12 11/04/12 -TMTF- 2 \$500.00 Week: 10/28/12 11/04/1											00,000.00
Week: 10/15/12 10/21/12 -TWTF 2 5750.00				•							
Week: 10/22/12 10/22/12 -TWTF 2 \$750.00		10/21/12	-TWTF	2							
Section 1002/12 1102/12 ANDERSON COOPER M-F 11A-12P 130 NM 14 \$3,150.00			-TWTF	2					l		
Siart Date End Date Weekdays Spots/Week Rate S25.00			-TWTF	2	\$750.00				ĺ		
Meek 1001/12 1007/12 1074/12 1747FF- 2 \$252.00				ON COOPER	M-F 11A-12P		:30		NM	1.4	#2 4 #0 00
Week: 10/16/12 10/14/12 -TWTF 2 \$225.00									14101	14	\$3,15U.00
Week: 107/5/12 10/21/12 -TWTF 3 \$225.00											
Week: 10/22/12 10/28/12 -TWTF 3 \$225.00											
Week: 10/29/12 11/04/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00											
Mish 10/08/12 11/02/12 11	Week: 10/29/12								ļ		
Start Date Meek: 10/16/12 10/14/12 -TWTF 2 \$300.00		/12 11/02/	12 THE CHEV	V			*20				
Week: 10/15/12 10/14/12 -TMTF 2 \$300.00							:30		NM	8	\$2,400.00
Week: 10/22/12 10/28/12 TWFF 2 \$300.00									1		
Neek: 10/29/12									l		
8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Week: 10/08/12 10/07/12 - TWTF 2 \$400.00 Week: 10/08/12 10/14/12 - TWTF 2 \$400.00 Week: 10/15/12 10/24/12 - TWTF 2 \$400.00 Week: 10/22/12 10/28/12 - TWTF 2 \$400.00 Week: 10/22/12 11/02/12 3-4p	·-										
Start Date End Date Weekdays Spots/Week Rate Week: 10/07/12 10/07/12 -TWTF 2 \$400.00											
Week: 10/01/12 10/07/12 -TWTF 2 \$400.00							:30		MM	10	\$4,000.00
Week: 10/08/12 10/14/12 -TWTF 2 \$400.00	Week: 10/01/12										
Week: 10/15/12 10/21/12 10/28/12 10/28/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 10/07/12 10/	Week: 10/08/12	10/14/12	- " WTF						f		
Week: 10/29/12 11/04/12 11/02/12 3-4p 3-4p 3-4p 3-4p 3-5pots/Week 10/01/12 10/07/12 11/02/12 3-4p		10/21/12	-TWTF								
9 WISN 10/02/12 11/02/12 3-4p 3-4p 3-4p 3-4p 3-4p 3-4p 3-4p				2	\$400.00						
Start Date Week: 10/07/12				2	\$400.00						
New Nove N					3-4p		:30		NM	10	\$5,000,00
Week: 10/08/12 10/14/12 -TWTF 2 \$500.00										10	\$5,000.00
Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date Week: 10/07/12 End Date 10/07/12 Weekdays Spots/Week Rate 10/08/12 Rate 10/07/12 *** \$600.00 *** \$600.00 Week: 10/15/12 10/14/12 -TWTF 2 \$600.00 *** \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/02/12 -TWTF 2 \$600.00 Week: 10/29/12 11/02/12 News M-F 5p Soots/Week Rate 10/07/12 *** Soots/Week Rate 10/07/12 *** Soots/Week Rate 10/07/12 *** Soots/Week Rate 10/07/12 *** Soots/Week Rate 10/07/12 *** Soots/Week Rate 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12 *** Soots/Week 10/07/12									l		
Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 Start Date Week 10/01/12 End Date Date TWF Weekdays Spots/Week Rate S600.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/29/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Week: 10/07/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Week: 10/07/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/05/12 10/21/12 -TWTF 3 \$1,000.00											
Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date Week: 10/01/12 End Date TWTF Weekdays Spots/Week Rate FWF Rate Se00.00 NM 10 \$6,000.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 S600.00	Week: 10/22/12				·						
10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Tol/07/12 Tol/07/	Week: 10/29/12	11/04/12	-TWTF								
Start Date End Date Weekdays Spots/Week Rate Section	10 WISN 10/02/	12 11/02/1	2 DR. OZ				.20				
Week: 10/07/12 10/07/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Week: 10/07/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 2 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00				Spots/Week			.50		NM	10	\$6,000.00
Week: 10/15/12 10/21/12 -TwTF 2 \$600.00 Week: 10/22/12 10/28/12 -TwTF 2 \$600.00 Week: 10/29/12 11/02/12 News M-F 5p 5600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Week: 10/01/12 10/07/12 -TwTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TwTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TwTF 3 \$1,000.00 Week: 10/05/12 10/21/12 -TwTF 3 \$1,000.00				2	\$600.00						
Week: 10/22/12 10/28/12 -TwTF 2 \$600.00 Week: 10/29/12 11/04/12 -TwTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Week: 10/01/12 10/07/12 -TwTF 2 \$1,000.00 Week: 10/08/12 10/07/12 -TwTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TwTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TwTF 3 \$1,000.00											
Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Week: 10/01/12 Weekdays TwTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/05/12 10/21/12 -TWTF 3 \$1,000.00											
11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date End Date Weekdays Spots/Week Rate											
Start Date End Date Weekdays Spots/Week Rate Week: 10/07/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/08/12 10/21/12 -TWTF 3 \$1,000.00											
Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00			-	•			:30		NM	14	\$14,000.00
Week: 10/08/12											
Week: 10/15/12			-TWTF	3					1		
vveek: 10/22/12				3					- 1		
	vveek: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12

/ 10/09/12



Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

				<u> </u>		Spot	s/			
		Date Descript	ion	Start/End Time	Days	Length Wee		Type	Spots	Amount
Start Date Week: 10/29/12	11/04/12	<u>Weekdaγs</u> -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00					-,	, arround
12 WISN 10/0		/12 News M-F	5a	5-6A		:30		NM	15	#E 050.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u>				LAIAI	15	\$5,250.00
Week: 10/08/12	10/07/12	-TWTF -TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	3 3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00 \$350.00						
13 WISN 10/02	2/12 11/02/		· · · · · · · · · · · · · · · · · · ·							
Start Date	End Date	Weekdays	Spots/Week	6-630pm Rate		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				Ī		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	2/12 11/02/	12 News M-F	6a	6-7A		:30		104		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate					' '	ψ 9 ,350.00
_	ite Range	Descriptio	2	\$850.00						
1 WISN 10			u nent Tonight	Start/End Time	<u>Weekday</u>		<u>Rate</u>	<u>Type</u>		
See MG 2		'L Lineitann	nent Tonignt	630p-7pm	-TuWThF	:30	\$850.00	NM		
Week: 10/08/12	10/14/12	-TWTF	2	\$850,00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/	/12 11/02/1	2 Good Morr	ing America	7-9a		-20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00				İ		
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00				İ		
17 WISN 10/02/		2 LIVE WITH	KELLY!	9-10am		:30		NM	1.4	FC 200 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		ININ	14	\$6,300.00
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3	\$450.00]		
· · · · · · · · · · · · · · · · · · ·			4	\$450.00						
18 WISN 10/26/ Start Date			04-54	Fri 9-10p		:30		NM	1	\$3,000.00
Otalt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1	-	,

(* Line Transactions: N = New, E = Edited, D = Deleted)

(LINE TTAINSAULIONS: IN - INEW, C = EQITED, D = DELETED)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12 / 10/09/12



	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	0	riginal Date / Revision

Democratic Senatorial Ca

	la.				
*Line Ch Start Date End Date Description	Ctort/Frad Ti	Spots/			
Start Date End Date Weekdays Spots/Week	Start/End Time	Days Length Week	Rate Type Spo	ts	Amount
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$3,000.00				
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	5	\$25,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Oracle Of the Control of the Control	\$5,000.00				
Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 Dancing	Start/End Time	Weekdays Length	Rate <u>Type</u>		
See MG 19.6	Prime Other	M :30 \$5,0	00.00 NM		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M===== :30 \$5.00			
⊕ MG for 19.3 10/22	101011 7-0β	M :30 \$5,00	00.00 NM		
Week: 10/29/12 11/04/12 1 1	\$5,000,00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30			
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1	\$4,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00				
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Castle	Start/End Time	Weekdays Length	Rate Type		
Credited Castle	Mon 9-10p	M: :30 \$4,00	00.00 NM		
Week: 10/29/12 11/04/12 1 1	\$4,000.00		İ		
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NINA	_	
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	NM	5	\$3,000.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121-	\$600.00				
	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM	1	\$6,500.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Doto To		
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$6,50	Rate Type		
See MG 22.2	,	.50 00;50	1 0.00 NM		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,50	0.00 NM		
⊕ MG for 22.1 10/13		·			
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM	8	\$8,250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	Rate			•	VU,200.00
Spot Ch Date Range Description	\$500.00 Start/End Time	AAT			
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	· · · · · · · · · · · · · · · · · · ·	Rate <u>Type</u>		
See MG 23.6	0-030pm	Sa :30 \$50	0.00 NM		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,35	0.00		
₩ MG for 15.1,23.1	• • •	.00 \$1,55	0.00 NM		
Week: 10/08/12 10/14/121- 1	\$500.00				
			1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

("Line Transactions: N = New, C = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision **Democratic Senatorial Ca** 10/09/12 / 10/09/12

				DC:	nooratic of	sitatoria: Ca		10/09/12	. / 1	0/09/12
						Sr	oots/			
*Line Ch Start Date				Start/End Time	Days	Length W		TypeS	Spots	Amount
	Range	Weekdays Description	Spots/Week		VA/= -1.3					
		/12 News Sa 6		Start/End Time 6-630pm	Weekday			<u>Type</u>		
See MG 23.7	7,23.8,23.9	,23.10		0-030pm		·Sa :30	\$500.00	NM		
7 WISN 10/10	0/12-10/12	/12 Late News	1030PM	1030p-11p	WThE	: :30	\$1,500.00			
MG for 25.2,2	2.4,27.1,27	7.2,2.3,23.2			******	.50	Φ1,500.00	NM		
8 WISN 10/10	0/12-10/12/	/12 Late News	1030PM	1030p-11p	WThF	: :30	\$1,500.00	NM		
	2.4,27.1,27	7.2,2.3,23.2								
⊕ MG for 25.2,2	J/ 12-1U/ 1 <i>2/</i> フ // 27 // 27	/12 Late News	1030PM	1030p-11p	WThF	: :30	\$1,500.00	NM		
10 WISN 10/13	2.4,27.1,27 3/12-10/13/	.∠,∠.პ,∠პ.∠ '12 - Prime Nac	201	M C., C 4000D14						
MG for 25.2,2	2.4.27.1.27	2.2.3.23.2	zai	M-Su 6-1030PM		Sa :30	\$900.00	NM		
	0/21/12	1-	1	\$500.00						
Week: 10/22/12 1	0/28/12	1-	1	\$500.00						
Week: 10/29/12 1	1/04/12	1-	1	\$500.00						
24 WISN 10/13/12	11/03/1	2 Sa 458-6a		456-6AM		,00				
Start Date E	nd Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$800.00
	0/14/12	1-	1	\$200.00						
	0/21/12	1-	1	\$200.00						
	0/28/12	1-	1	\$200.00						
	1/04/12	1-	1	\$200.00						
N 25 WISN 10/06/12		2 News Sa 6p		6-630pm		:30		NM	4	F2 000 00
	nd <u>Date</u> 0/07/12	<u>Weekdaγs</u> 1-	Spots/Week	Rate				TAIVI	4	\$2,800.00
•	0/14/12	1-	1	\$700.00				ľ		
	Range	Description	1	\$700.00						
		12 News Sa 6p	6200	Start/End Time	Weekday:		<u>Rate</u>	<u>Type</u>		
See MG 23.7,	23.8.23.9.	23.10	7-03 <i>0p</i>	6-630pm		sa :30	\$700.00	NM		
Week: 10/15/12 16	0/21/12	1-	1	\$700.00						
	0/28/12	1-	1	\$700.00				1		
Week: 10/29/12 1	1/04/12	1-	1	\$700.00						
26 WISN 10/06/12	11/03/12	2 Sat GMA		6-7a		-20				
Start Date E		<u>Weekdays</u>	Spots/Week	Rate		:30		NM	5	\$3,000.00
	0/07/12	1-	1	\$600.00						
	0/14/12	1-	1	\$600.00						
	0/21/12 0/28/12	1-	1	\$600.00						
	1/04/12	1-	1	\$600.00						
			1	\$600.00						
N 27 WISN 10/20/12				630p-7p		:30		NM	0	\$0.00
Start Date Er Week: 10/15/12 10	<u>nd Date</u> 0/21/12	Weekdays 1-	Spots/Week 1	Rate					J	φυ.υυ
Spot Ch Date F		Description	ı	\$500.00	187			1		
1 WISN 10/15/		2 SA 630-7n		Start/End Time 630p-7p	Weekdays		Rate	<u>Type</u>		
See MG 23.7,2	23.8,23.9,2	3.10		030ρ-7μ	9	a :30	\$500.00	NM		
Week: 10/22/12 10	/28/12		0	\$0.00						
Week: 10/29/12 11	/04/12	1-	1	\$500.00						
Spot Ch Date R		<u>Description</u>		Start/End Time	Weekdays	<u>Le</u> ngth	Rate	Type		
2 WISN 10/29/				630p-7p	S		\$500.00	<u>Type</u> NM		
See MG 23.7,2					•	.00	\$55 0.00	ININ		
28 WISN 10/13/12	10/27/12	Sat 630-7p		630-7p		:30		NIM	^	00.505.55
		•		•		.50		NM	2	\$2,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and service, severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12 / 10/09/12



	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

									_ , .,	,,00,12
*Line Ch Start	Date End [Date Description	on	Start/End Time	Dovo	Spots/	.		_	
Start Date		Weekdays	Spots/Week	Rate	Days	Length Week	Rate	Type	Spots	Amount
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						··· · · · · · · · · · · · · · · · · ·
Week: 10/15/12	10/21/12		0	\$0.00				ı		
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06		12 ABC Prime	College Footba	7-1030p		:30		NM	•	20
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		14141	3	\$3,000.00
Week: 10/08/12	10/07/12 10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/14/12	2-	0	\$0.00				ľ		
30 WISN 10/13			2	\$1,000.00						
Start Date	End Date	12 News Sat 7 Weekdays	_	7-9am		:30		NM	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	Spots/Week 1	<u>Rate</u> \$450.00				l		* * - 3 3 . 3 3
Week: 10/15/12	10/21/12	1-	1	\$450.00				1		
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	/12 11/04/ ⁻	12 Late News	10pm	10p-1030p	·	:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1 1	1	\$1,600.00						
32 WISN 10/14/			0111100000	\$1,600.00						
Start Date	End Date	2 Late News Weekdays		1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$950.00						, ,
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/		2 Su 458-6a		458-6AM		:30		NM		
<u>Start Date</u> Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		IAIAI	4	\$800.00
Week: 10/05/12	10/14/12 10/21/12	1	1	\$200.00						
Week: 10/13/12	10/21/12	1 1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1 1	\$200.00						
34 WISN 10/07/			-	\$200.00						
Start Date	End Date	2 News Sun 5 <u>Weekdays</u>	30pm Spots/Week	530-6p		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1	<u> </u>	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07/1				6-7a		:30		NM	5	\$2.000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	Rate				1 4141	J	\$2,000.00
Week: 10/08/12	10/07/12	<u>-</u> -1	1	\$400.00						
Week: 10/15/12	10/21/12	<u>-</u> 1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/1		2 Once	<u> </u>	Sun 7-8p		-22				
		-		Call 1-0b		:30		NM	1	\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12

/ 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u>	riginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description Start/End	Spots/
Start Date End Date Weekdays Spots/Week Rate	Time Days Length Week Rate TypeSpots Amount
Week: 10/15/12 10/21/121 1 \$2,500.00	
37 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am Start Date End Date Weekdays Spots/Week Rate	:30 NM 5 \$2,000.00
Meek: 10/01/12 10/07/12	Ψ2,000.00
Week: 10/08/12 10/14/121 1 \$400.00 \$400.00	
Week: 10/15/12 10/21/121 1 \$400.00	
Week: 10/22/12 10/28/121 1 \$400.00	
Week: 10/29/12 11/04/121 1 \$400.00	
38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am	30 NM 2 \$2,000.00
Start Date <u>End Date</u> <u>Weekdays</u> Spots/Week Rate	NM 2 \$2,000.00
Week: 10/08/12 10/14/121 1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.000	
Week: 10/22/12 10/22/12	
Week: 10/20/12 11/04/12	
30 MICH 40/00/49 40/00/49	
Start Date End Date Woolddoor Could be 7-8p	:30 NM 3 \$12,500.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 -1 1 \$5,000.00	7.2,000.00
Spot Ch Date Range Description Start/End T	ime <u>Weekdays</u> Length Rate Type
1 WISN 10/08/12-10/14/12 DanceResults Tue 7-8p	The state of the s
See MG 39.3,39.4	-Tu :30 \$ 5 ,000.00 NM
3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p	-Tu :30 \$5,000.00 NM
MG for 40.2,39.1	(41y)
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p → MG for 40.2,39.1	-Tu :30 \$2,500.00 NM
Week: 10/15/12 10/21/12	
Week: 10/22/12 10/28/12 -1 1 \$5,000.00	
40 MICN 10/02/42 10/02/42 11 = 1	
Start Date End Date Westerland	:30 NM 1 \$2,500.00
Week: 10/01/12 10/07/12 -1 1 \$2,500.00	
Spot Ch Date Range Description Start/End Ti	<u>me Weekdays Length</u> Rate Type
1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p	<u>nie vveekdays Length Rate Type</u> -Tu :30 \$ 2,500.00 NM
See MG 40.3	.55 \$2 ,000:56 \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p	-Tu :30 \$ 2,500.00 NM
See MG 40.4 WISN 10/01/12-10/07/12 DWTS Tue 7-80	, viii
⊕ MG for 40.3 10/02 Tue 7-8p	-Tu - :30 \$2,500.00 NM
Week: 10/08/12 10/14/12 -1 1 \$2,500.00	
Spot Ch Date Range Description Start/End Tir	<u>ne Weekdays</u> Length Rate Type
2 WISN 10/08/12-10/14/12 HappyEnd Tue 8-9p	Type
See MG 39.3,39.4	-1u :30 \$2,500.00 NM
41 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p	:30 NM 2 \$4,400,00
Start Date End Date Weekdays Snots Meek Bata	:30 NM 2 \$4,400.00
Spot Ch	
Statuent II	<u>ne Weekdays Length Rate Type</u>
1 WISN 10/01/12-10/07/12 PrivatePractice Tue 9-10p See MG 41.4	-Tu:30 \$ 2,200.00 NM
4 MISN 40/04/12 40/07/12 Committee	
⊕ MG for 41.1 10/02 Thu 9-10p	Th :30 \$2,200.00 NM
Week: 10/08/12 10/14/12 0 \$0.00	
44.00	1

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Start Date End Date Descr	intion	04	Spots/			
Start Date End Date Weekday	<u> </u>	Start/End Time Rate	Days Length Week Rate	TypeS	pots	Amount
Week: 10/15/12 10/21/12 -1	1	\$2,200.00				
Spot Ch Date Range Descri 2 WISN 10/15/12-10/21/12 Private		Start/End Time	Weekdays Length Rate	<u>Type</u>		
Credited Credited	erractice	Tue 9-10p	-Tu :30 \$2,200.00	NM		
Week: 10/22/12 10/28/12	0	\$0.00				
Week: 10/29/12 11/04/12 -1	1	\$2,200.00				
42 WISN 10/16/12 10/30/12 Happyl		Tue 8-9p	:30	NM	2	\$6,000.00
Start Date End Date Weekdays Week: 10/15/12 10/21/12 -1	Spots/Week	<u>Rate</u> \$3,000.00			4-	\$0,000.00
Spot Ch Date Range Descri	otion	Start/End Time	Weekdays Length Rate			
1 WISN 10/15/12-10/21/12 Happy	End	Tue 8-9p	<u>vveekdays Length Rate</u> -Tu: :30 \$3,000.00	<u>Type</u> NM		
Credited Week: 10/22/12 10/28/12 -1			45,000.00	((((((((((((((((((((
Week: 10/22/12 10/28/12 -1 Week: 10/29/12 11/04/12 -1	1 1	\$3,000.00				
43 WISN 10/27/12 10/27/12 College	·	\$3,000.00				
Start Date End Date Weekdays		230p-6p <u>Rate</u>	:30	NM	1	\$7,000.00
Week: 10/22/12 10/28/121-	1	\$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Pr	ime College Footbal	7-1030p	:30	NM	2	\$2,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/122-	Spots/Week 2	Rate			2	\$2,000.00
45 WISN 10/28/12 10/28/12 Sun 9-9		\$1,300.00				
Start Date End Date Weekdays		9-930A Rate	:30	NM	2	\$450.00
Week: 10/22/12 10/28/122	2	\$225.00				
46 WISN 10/22/12 10/22/12 General		2-3pm/1-2p	:30	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 1	Spots/Week 1	<u>Rate</u> \$350.00				\$550.00
47 WISN 11/06/12 11/06/12 General		2-3pm/1-2p				
Start Date End Date Weekdays	Spots/Week	Z-Spini/1-zp Rate	:30	NM	1	\$350.00
Week: 11/05/12 11/11/12 -1	1	\$350.00				
	ws 10PM	10-1030p	:30	NM	4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/12 1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,600.00			•	Ψο, που.υυ
Week: 10/22/12 10/28/12 1	1	\$1,600.00				
Week: 10/29/12 11/04/12 1	1	\$1,600.00				
Week: 11/05/12 11/11/12 1	1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays	-	10-11am	:30	NM	4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/15/12 10/21/12 1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00				,00.00
Week: 10/22/12 10/28/12 1	1	\$500.00				
Week: 10/29/12 11/04/12 1	1	\$500.00				
Week: 11/05/12 11/11/12 1	1	\$500.00				
50 WISN 11/06/12 11/06/12 The View Start Date End Date Weekdays	•	10-11am	:30	NM	1	\$500.00
Week: 11/05/12	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00				
51 WISN 10/15/12 11/05/12 ANDERS	ON COOPER	M-F 11A-12P	.30			
Start Date End Date Weekdays	Spots/Week	Rate	:30	NM	4	\$900.00
Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1	1	\$225.00				
10/20/12	ı	\$225.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>Or</u>	iginal Date / Revision

Democratic Senatorial Ca

						Chatosiai Op		. 0, 00, 12	- /	0/09/12
*lina Ch Ct-+	D-4- E 11	D				Spots/	-			
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	Rate				ſ		
Week: 11/05/12	11/11/12	1	1	\$225.00 \$225.00						
52 WISN 10/29)/12 11/05	/12 3-4p		3-4p			····			
Start Date	End Date		Spots/Week	3-4р Rate		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00				ļ		
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week	Rate					•	\$500.00
54 WISN 10/29			1	\$500.00						
Start Date	End Date	/12 DR. OZ Weekdays	SpoteMilank	4P-5P		:30		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	Spots/Week 1	<u>Rate</u> \$600.00				1		
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.JŲ		NM	4	\$4,000.00
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/				\$1,000.00						
Start Date	End Date	Weekdays	Spots/Week	5-6A		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	<u>opots/veek</u> 1	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/				6-630pm		:30		NM	5	\$6,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1- 	Spots/Week 1	Rate					v	ΨΟ,ΟΟΟ.ΟΟ
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00 \$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/	12 11/05/1	12 News M-F	ĵа	6-7A		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	4	\$4,000.00
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
59 WISN 11/06/		2 News M-F		\$1,000.00 6-7A						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/1	2 11/05/1		ent Tonight	630p-7pm		:30		NM	2	PO 550 00
Start Date Week: 10/22/12	End Date	Weekdays	Spots/Week	<u>Rate</u>				14101	3	\$2,550.00
Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$850.00]		
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/1				\$850.00						
Start Date	End Date	2 Good Morni <u>Weekdays</u>	ng America Spots/Week	7-9a		:30		NM	5	\$5,000.00
		<u>- 10010449</u>	Shoragivesk	<u>Rate</u>				j j		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst talavision local does not discriminate in the sale of advertising time, and will account on advertising which is placed with an intent of discriminate on the basic of receive stability. Advertiser because



Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Star		Date Description	on	Start/End Time	Days	Spots Length Week		Type	Spots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate				.,,,,	Орого	Antount
Week: 10/15/12	10/14/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06	6/12 11/06/	12 Good Morn	ing America	7-9a		:30		L 13.4		
Start Date		<u>Weekdays</u>	Spots/Week	Rate		.50		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	_1	1	\$1,000.00						
63 WISN 10/15				9-10am		:30		NM	4	\$1,800.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate						Ψ1,000.00
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00 \$450.00						
Week: 11/05/12	11/11/12	_ 1	1	\$450.00 \$450.00						
64 WISN 10/06	5/12 10/06/	12 PostBadge	•	PostBadger						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$1,000.00
Week: 10/01/12	10/07/12	- S-	1	\$1,00 <u>0.00</u>						
65 WISN 10/06	i/12 10/06/	12 BIG 12 Bad	gerPost	630-7p, 6-630p		:30	··	NM		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		INIV	1	\$1,500.00
Week: 10/01/12	10/07/12	S-	1	\$1,500.00						
66 WISN 10/04				Thu 7-8p		:30		NM	1	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week 1	Rate					•	Ψυ,σου.συ
67 WISN 10/04				\$3,000.00						
Start Date	End Date	2 News M-F 5 Weekdays		5-6A		:30		NM	1	\$350.00
Week: 10/01/12	10/07/12	TF	Spots/Week 1	<u>Rate</u> \$350,00						
68 WISN 10/06	/12 10/06/1	2 Sa 458-6a	•	456-6AM						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$250.00
Week: 10/01/12	10/07/12	S-	1	\$250.00						
69 WISN 10/07	/12 10/07/1	2 Su 458-6a		458-6AM		:30		3154		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	1	\$200.00
Week: 10/01/12	10/07/12	S	1	\$200.00						
70 WISN 10/04/				M-F 2-3P		:30		NM	2	\$800.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u>				,,	-	9000.00
71 WISN 10/04/	····	·	2	\$400.00						
Start Date	/12 10/05/1 End Date	2 Nightline <u>Weekdays</u>	Constant Alexandr	11p-1130p		:30		NM	1	\$1,500,00
Week: 10/01/12	10/07/12	TF	Spots/Week 1	<u>Rate</u> \$1,500.00				l		
72 WISN 10/06/	12 10/06/1	2 INSIDE THE		INSIDE HUD 1035						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$250.00
Week: 10/01/12	10/07/12	s-	1	\$250.00						
									·	
						Tota	als		354	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount \$197,285.00 \$75,820.00		
10/01/12 -10/28/12	254	\$232,100.00			
10/29/12 -11/06/12	100	\$89,200.00			
Totals	354	\$321,300.00	\$273,105,00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revisi 939457 /	<u>on</u> 6	Alt Order # 06262067		
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533		
Advertiser Democratic Senatoria	l Ca	- [iginal Date / Revision 10/09/12 / 10/09/12		

Signature: Date:	
------------------	--

\$4,750.00

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

,			—т			
	Contract / Rev	<u>/ision</u>		Alt Order #		
	939457	/ 7		06262067		
Product Product						
OSCC-IE						
Contract Dates	Estimate #					
10/02/12 - 11/06/12	1533					
Advertiser			Ori	ginal Date /	Revision Revision	
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/10/12	/ 10/10/12	
	Billing Cycle	Billing	Cale	endar	Cash/Trade	
	EOM/EOC Broadca		cast		Cash	
	Station Acc		nt E	xecutive .	Sales Office	
	WISN	Will Hi	ildeb	randt	HRP -Washingto	
	Special Handl	ing				
	Demographic					
	Adults 35+					
	IDB#	Advert	iser	Code	Product Code	
	8091	49			53	
1	Agency Ref			Advertiser	Ref	

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 -TWTF--Week: 10/08/12 10/14/12 2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--\$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 \$20,800.00 Spots/Week Start Date End Date <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF---:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 12 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 -TWTF--Week: 10/08/12 10/14/12 2 \$500.00 Spot Ch Weekdays Date Range Description Start/End Time Length Rate <u>Type</u> 3 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF---:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View -TuWThF----\$500.00 10-11am :30 NM See MG 11.15.11.16.11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p NM :30

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order #
	939457 / 7	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision **Democratic Senatorial Ca** 10/10/12 / 10/10/12

						Spots/				
*Line Ch Start		ate Description		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 1	<u>Rate</u> \$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00				1		
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02	/12 11/02/	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					J	Ψ0,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				ľ		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/	/12 11/02/	12 THE CHEV	V	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				, , , ,	•	Ψ2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate \$400.00						
Week: 10/03/12	10/14/12	-TWTF	2	\$400.00 \$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/	/12 11/02/	12 3-4p		3-4p		:30			40	#F 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				į.		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate				1		•
Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	2	\$600.00						
Week: 10/13/12	10/21/12	-TWTF	2 2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00 \$600.00						
N 11 WISN 10/02/	***************************************					.00				
Start Date	End Date	Weekdays	op <u>Spots/Week</u>	5-530pm Rate		:30		NM	15	\$16,200.00
July Balo	21.0 0000	_ condays	ODOLO: NACCK	ivale				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 06262067 / 7 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	te TypeSp	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$1,000.00	•			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00		1		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	<u>te Type</u>		
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuwThF :30 \$1,000.0			
See MG 11.15,11.16,11.17	,				
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$ 1,000. (OO NM		
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight → MG for 13.5,11.3,11.4,3.4,3.3	M-Su 530-6p	тh :30 \$3,000.0	00 NM		
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30 \$700.0	DO NM		
⊕ MG for 13.5,11.3,11.4,3.4,3.3	4400 4000-	m .00 mr00.4			
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.0	00 NM		
	\$1,000.00		l		
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00				
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM	15	\$5,250.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	15	\$5,250.00
Week: 10/01/12	\$350.00				
Week: 10/08/12	\$350.00				
Week: 10/15/12	\$350.00		i		
Week: 10/22/12	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00				
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	20		40	\$15,600.00
14 15 VVISIA 10/02/12 11/02/12 News W-1 op	0-030hiii	:30	NM	13	Ψ13,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	:30	NM	13	Ψ13,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$1,200.00	:30	NM	13	ψ13,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3	<u>Rate</u> \$1,200.00 \$1,200.00			13	\$13,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description	Rate \$1,200.00 \$1,200.00 Start/End Time	<u>Weekdays Length Ra</u>	<u>ite Type</u>	13	\$13,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2 Week: 10/08/12 10/14/12 -TwTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p	<u>Rate</u> \$1,200.00 \$1,200.00		<u>ite Type</u>	13	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2 Week: 10/08/12 10/14/12 -TwTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm	<u>Weekdays Length Ra</u>	<u>ite Type</u>	13	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2 Week: 10/08/12 10/14/12 -TwTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TwTF 3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00	<u>Weekdays Length Ra</u>	<u>ite Type</u>	13	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00	<u>Weekdays Length Ra</u>	<u>ite Type</u>	13	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 See MG 10/21/12 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length Ra</u> -⊤uwThF :30 \$1,200.	ite <u>Type</u> 90 NM		
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/02/12 News M-F 6a	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays Length Ra</u>	<u>ite Type</u>	13	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 See MG 10/21/12 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length Ra</u> -⊤uwThF :30 \$1,200.	ite <u>Type</u> 90 NM		
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week	Rate \$1,200.00 \$1,200.00 <u>Start/End Time</u> 6-630pm \$1,200.00 \$1,200.00 \$1,200.00	<u>Weekdays</u> <u>Length Ra</u> -⊤uwThF :30 \$1,200.	ite <u>Type</u> 90 NM		
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/04/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00	<u>Weekdays</u> <u>Length Ra</u> -⊤uwThF :30 \$1,200.	ite <u>Type</u> 90 NM		
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/04/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length Ra</u> -⊤uwThF :30 \$1,200.	ite <u>Type</u> 90 NM		
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/04/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length Ra</u> -⊤uwThF :30 \$1,200.	ite <u>Type</u> 90 NM		
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/07/12 -TWTF 3 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF <td< td=""><td>Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00</td><td><u>Weekdays</u> <u>Length Ra</u> -⊤uwThF :30 \$1,200.</td><td>ite <u>Type</u> 90 NM</td><td></td><td></td></td<>	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	<u>Weekdays</u> <u>Length Ra</u> -⊤uwThF :30 \$1,200.	ite <u>Type</u> 90 NM		
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/04/12 -TWTF 3 Week: 10/12/12 10/07/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/12/12 10/28/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Ra -TuwThF :30 \$1,200.4	ite <u>Type</u> 99 <i>NM</i> NM	15	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 3 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 <td>Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00</td> <td>Weekdays Length Ra -TuwThF :30 \$1,200 :30 :30</td> <td>ite <u>Type</u> 99 <i>NM</i> NM</td> <td>15</td> <td>\$15,000.00</td>	Rate \$1,200.00 \$1,200.00 Start/End Time 6-630pm \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Ra -TuwThF :30 \$1,200 :30 :30	ite <u>Type</u> 99 <i>NM</i> NM	15	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 14 WISN 10/02/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/08/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 4 15 WISN 10/02/12 11/04/12 -TWTF	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Ra -TuwThF :30 \$1,200 :30 :30	nte Type 29 NM NM NM	15	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/09/12 11/02/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 4 15 WISN 10/02/12 11/04/12	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Ra -TuwThF :30 \$1,200.4 :30 :30	nte Type 29 NM NM NM	15	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/15/12 10/22/12 -TWTF 3 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 -TWTF 3 Week: 10/01/12 10/07/12 -TWTF 2 -TWTF 3 Week: 10/08/12 10/14/12 -TWTF 3 -TWTF 3 Week: 10/02/12 10/28/12 -TWTF 3 -TWTF 3 Week: 10/29/12 10/28/12 -TWTF 3 -TWTF 4 15 WISN 10/02/12 11/04/12 -TWTF 2 -TWTF <td< td=""><td>Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00</td><td>Weekdays Length Ra -TuwThF :30 \$1,200.4 :30 :30</td><td>nte Type 29 NM NM NM</td><td>15</td><td>\$15,000.00</td></td<>	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Ra -TuwThF :30 \$1,200.4 :30 :30	nte Type 29 NM NM NM	15	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17 Neek: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/09/12 11/02/12 News M-F 6a Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/08/12 10/14/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 3 Week: 10/29/12 11/04/12 -TWTF 4 15 WISN 10/02/12 11/04/12	Rate \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,200.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00	Weekdays Length Ra -TuwThF :30 \$1,200.4 :30 :30	nte Type 29 NM NM NM	15	\$15,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order# Contract / Revision 939457 06262067 / 7 Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -TWTF 3	<u>Rate</u> \$850.00				
		.00) I B 4	04	604 000 00
16 WISN 10/02/12 11/02/12 Good Morning America Start Date End Date Weekdays Spots/Week	7-9a Rate	:30	NM	21	\$21,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 3	\$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00		1		
Week: 10/22/12	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM	14	\$6,300.00
Start Date End Date Weekdays Spots/Week	Rate				, =, = = = = = = = = = = = = = = = = =
Week: 10/01/12 10/07/12 -TWTF 2	\$45 0.00				
Week: 10/08/12	\$450.00				
Week: 10/15/12	\$450.00				
Week: 10/22/12	\$450.00				
Week: 10/29/12 11/04/12 -TwTF 4	\$450.00				
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/121 1	\$3,000.00				
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM	5	\$25,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1	\$5,000.00 \$5,000.00				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$5,000.00 \$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M :30 \$5,000.00	NM		
See MG 19.6	i iiiio Guioi		`		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM		
→ MG for 19.3 10/22	•				
Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/22/12 10/28/12 1 1	\$4,000.00		_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM		
Credited Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	1444	Ÿ	Ψ5,000.00
Week: 10/01/12 10/07/121- 1	\$600.00		- 1		
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1		
Week: 10/08/12 10/14/121- 1	\$6,500.00		1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stalions on the basis of race or ethnicity.



 Contract / Revision
 Alt Order #

 939457 / 7
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/10/12 / 10/10/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week <u>Rate</u> Spot Ch Date Range Description Start/End Time Weekdays Rate Length Type 1 WISN 10/08/12-10/14/12 College Football Game #2 230p-6p -----Sa--:30 \$6,500,00 NM See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6p -----Sa--:30 \$6,500.00 NM MG for 22.1 10/13 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 8 \$8,250.00 End Date Weekdays Start Date Spots/Week Rate Week: 10/01/12 10/07/12 --1-\$500.00 Spot Ch Start/End Time Date Range Description Weekdays Lenath Rate Type 1 WISN 10/01/12-10/07/12 News Sa 6p-630p 6-630pm -----Sa--:30 \$500.00 NM See MG 23.6 6 WISN 10/01/12-10/07/12 Late News 1030PM 1030p-11p MTuWThF----:30 \$1,350,00 NM MG for 15.1,23.1 Week: 10/08/12 10/14/12 \$500.00 Spot Ch Weekdays Length Date Range Description Start/End Time Rate **Type** 2 WISN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm NM -----Sa--:30 \$500.00 See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----\$1,500.00 :30 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 8 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----:30 \$1,500.00 NM (f) MG for 25.2,2.4,27.1,27.2,2.3,23.2 9 WISN 10/10/12-10/12/12 Late News 1030PM 1030p-11p ---WThF----:30 \$1,500.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10 WISN 10/13/12-10/13/12 Prime Nascar M-Su 6-1030PM ----Sa--\$900.00 NM MG for 25.2,2.4,27.1,27.2,2.3,23.2 10/21/12 Week: 10/15/12 \$500.00 Week: 10/22/12 10/28/12 1 \$500.00 Week: 10/29/12 11/04/12 1 \$500.00 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM :30 NM \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$200.00 ----1-1 Week: 10/15/12 10/21/12 ----1-1 \$200.00 Week: 10/22/12 10/28/12 ----1-1 \$200.00 11/04/12 Week: 10/29/12 ----1-\$200.00 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM \$2,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$700.00 Week: 10/08/12 10/14/12 ----1-\$700.00 Description Spot Ch Date Range Start/End Time Weekdays Length Rate <u>Type</u> 2 WISN 10/08/12-10/14/12 News Sa 6p-630p 6-630pm -----Sa**--**\$700.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 \$700.00 Week: 10/22/12 ----1--10/28/12 1 \$700.00 Week: 10/29/12 ----1-11/04/12 1 \$700.00 WISN 10/06/12 11/03/12 Sat GMA NM \$3,000,00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1-1 \$600.00 Week: 10/08/12 10/14/12 ----1-1 \$600.00 Week: 10/15/12 10/21/12 ----1-\$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 7 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1-1 \$600.00 Week: 10/29/12 11/04/12 ----1-1 \$600.00 WISN 10/20/12 11/03/12 SA 630-7p 630p-7p :30 NM O \$0.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$500.00 --1-1 Spot Ch Date Range Start/End Time Description <u>Rate</u> <u>Weekdays</u> <u>Length</u> <u>Type</u> 1 WISN 10/15/12-10/21/12 SA 630-7p 630p-7p -----Sa--:30 \$500.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 WISN 10/29/12-11/04/12 -----Sa-SA 630-7p 630p-7p :30 \$500.00 NM See MG 23.7,23.8,23.9,23.10 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM \$2,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----1-1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 ----1-1 \$1,000.00 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p .30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 ----1-10/07/12 1 \$1,000.00 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 ----2**-**2 \$1,000.00 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am :30 NM \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----1-1 \$450.00 ----1-Week: 10/15/12 10/21/12 1 \$450.00 Week: 10/22/12 10/28/12 ----1-1 \$450.00 Week: 10/29/12 11/04/12 ----1-1 \$450.00 WISN 10/07/12 10p-1030p 11/04/12 Late News 10pm :30 NM 5 \$8,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1 1 \$1,600.00 ----1 Week: 10/08/12 10/14/12 1 \$1,600.00 Week: 10/15/12 10/21/12 ----1 1 \$1,600.00 Week: 10/22/12 10/28/12 ----1 1 \$1,600.00 Week: 10/29/12 11/04/12 ----1 1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p ·30 NM \$3,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----1 \$950.00 Week: 10/15/12 10/21/12 ----1 1 \$950.00 Week: 10/22/12 10/28/12 ____1 1 \$950.00 Week: 10/29/12 11/04/12 -----1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM NM \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 \$200.00 Week: 10/15/12 10/21/12 1 \$200.00 Week: 10/22/12 10/28/12 ----1 1 \$200.00 Week: 10/29/12 11/04/12 1 \$200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/

*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Spot Length Wee		Type S	nots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Longin 7700	11010	19000	pots	Antoun
34 WISN 10/07				530-6p		:30		NM	5	#2 E00.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	3	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07	/12 11/04/1	2 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		1.7.7		1	-	42,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21	/12 10/21/1	2 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						1=,000.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/1	12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				- 1		
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14	/12 11/04/1	l 2 This Week	With George Ste	ep930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09	/12 10/23/1	12 DanceRes	ults	Tue 7-8p		:30		NM	3	\$12,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
	ate Range	Descriptio		Start/End Time	<u>Weekda</u>		<u>Rate</u>	<u>Type</u>		
	1/08/12-10/14	/12 DanceRes	sults	Tue 7-8p	-Tu	:30	\$ 5,000.00	NM		
See MG 3	•	MO DIAMEC D-		T 0.0-			AF 800 80			
_)/08/12-10/14 <i>.</i>	/12 DWTS Re	suits	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
⊕ MG for 40.		/12 DWTS-Ju	idana Analysis	Tuo 7 9n	-TU	:30	£0. £00.00	NINA		
₩ MG for 40.		TE DAALO. Yr	ruges Allalysis	Tue 7-8p	- (U	:30	\$2,500.00	NM		
Week: 10/15/12	10/21/12		0	\$0.00						•
Week: 10/12/12	10/28/12	-1	1	\$5,000.00						
			•			-00				
40 WISN 10/02 Start Date	End Date	12 HappyEnd Weekdays	Spots/Week	Tue 8-9p		:30		NM	1	\$2,500.00
Week: 10/01/12	10/07/12	-1	<u>Spois/vveek</u> 1	<u>Rate</u> \$2,500.00						
		-	Ī	42,000.00				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		_	
Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd	Start/End Time Tue 8-9p	<u>Weekdays Length Rate</u> -Tu :30 \$2,500.00		
See MG 40.3	rue o-ap	-1u30 32,300.00	14141	
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-ти :30 \$2,500 :00	NM	
⊕ See MG 40.4		100 42,000.00		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.00	NM	
⊕ MG for 40.3 10/02				
Week: 10/08/12 10/14/12 -1 1	\$2,500.00		l	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate		
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30 \$2,500.06	NM	
See MG 39.3,39.4				
41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week	Tue 9-10p Rate	:30	NM 2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00		
See MG 41.4	·			
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
® MG for 41.1 10/02	***			
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00	Manual Laurella Data	T	
Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time Tue 9-10p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$2,200,00		
Credited	rue 9-10p	-1u30 \$2,200.0 0	(VIV)	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	· · · · · · · · · · · · · · · · · · ·	Ψ0,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.00) NM	
Credited Week; 10/22/12 10/28/12 -1 1	¢2 000 00			
Week: 10/22/12	\$3,000.00 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$7,000.00
Week; 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30	NM 2	60 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI Z	\$2,600.00
Week: 10/29/12 11/04/122- 2				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate		-	V-100.00
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/12 1 1	\$350.00	Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Marie Ma		
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$350.00			
VVGGR, 11/03/12 1/11/1/2 -1	Φ35U.UU		1	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 7 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

					Spo	ts/			
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days Length Wee	ek Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
48 WISN 10/1		12 Late News		10-1030p	:30		NM	4	\$6,400.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,600.00					
Week: 10/13/12	10/21/12	1	1	\$1,600.00					
Week: 10/22/12	11/04/12	1	1	\$1,600.00					
Week: 11/05/12	11/11/12	1	1	\$1,600.00			İ		
49 WISN 10/1	5/12 11/05/	12 The View		10-11am	:30		NM	4	\$2,000.00
Start Date		Weekdays	Spots/Week	Rate				•	Q2,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00			1		
Week: 10/22/12	10/28/12	1	1	\$500.00					
Week: 10/29/12	11/04/12	1	1	\$500.00					
Week: 11/05/12	11/11/12	1	1	\$500.00					
50 WISN 11/0				10-11am	:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00					
51 WISN 10/1	····		N COOPER	M-F 11A-12P	:30		NM	4	\$000.00
Start Date		Weekdays	Spots/Week	Rate	.50		INIVI	4	\$900.00
Week: 10/15/12	10/21/12	1	1	\$225.00					
Week: 10/22/12	10/28/12	1	1	\$225.00					
Week: 10/29/12	11/04/12	1	1	\$225.00					
Week: 11/05/12	11/11/12	1	1	\$225.00					
52 WISN 10/29		•		3-4p	:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500,00					
Week: 11/05/12	11/11/12	1	1	\$500.00			l		
53 WISN 11/0		12 3-4p	•	3-4p	:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50		14141	ı	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00					
54 WISN 10/29	9/12 11/05/	12 DR. OZ		4P-5P	:30		NM	2	\$1,200.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate					ŕ
Week: 10/29/12	11/04/12	1	1	\$600.00					
Week: 11/05/12	11/11/12	1	1	\$600.00					
55 WISN 10/1			•	5-530pm	:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Week: 10/22/12	10/28/12	1	1	\$1,000.00					
Week: 10/29/12	11/04/12	1	1	\$1,000.00					
Week: 11/05/12	11/11/12	1	1	\$1,000.00					
56 WISN 10/1	5/12 11/05/	12 News M-F	5a	5-6A	:30		NM	4	\$1,400.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate					, , , , , , , , , , , , , , , , , , , ,
Week: 10/15/12	10/21/12	1	1	\$350.00			l		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$350.00 \$350.00					
Week: 11/05/12	11/11/12	1	1	\$350.00 \$350.00					
			65		.00			-	A0 0
57 WISN 10/08 Start Date		12 News M-F Weekdays	Spots/Week	6-630pm Rate	:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00					
Week: 10/15/12	10/21/12	1	1	\$1,200.00			l		
							•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict within above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/10/12 / 10/10/12



	Contract / Revision 939457 / 7	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #	
Advertiser		ininal Date / Revision	

Democratic Senatorial Ca

			Spots	s/			
*Line Ch Start Date End Date Descrip	ion	Start/End Time	Days Length Wee	k Rate	Type Sp	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 1	Spots/Week	Rate					
Week: 10/22/12 10/26/12 1 Week: 10/29/12 11/04/12 1	1 1	\$1,200.00 \$1,200.00			1		
Week: 11/05/12 11/11/12 1	1	\$1,200.00					
58 WISN 10/15/12 11/05/12 News M-	F 6a	6-7A	:30		NM	4	\$4,000.00
Start Date End Date Weekdays	Spots/Week	Rate	,00		LAIM	7	φ4,000.00
Week: 10/15/12 10/21/12 1	1	\$1,000.00					
Week: 10/22/12 10/28/12 1	1	\$1,000.00					
Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	1	\$1,000.00					
	<u> </u>	\$1,000.00					
59 WISN 11/06/12 11/06/12 News M- Start Date End Date Weekdays	F 6a Spots/Week	6-7A	:30		NM	1	\$1,000.00
Week: 11/05/12 11/11/12 -1	<u> </u>	<u>Rate</u> \$1,000.00					
	ment Tonight	630p-7pm	:30		NM	3	\$2,550.00
Start Date End Date Weekdays	Spots/Week	Rate					
Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	1	\$850.00 \$850.00					
Week: 11/05/12 11/11/12 1	1	\$850.00 \$850.00					
	rning America	7-9a	:30		NM	5	¢E 000 00
Start Date End Date Weekdays	Spots/Week	Rate	.50		IAIAI	5	\$5,000.00
Week: 10/08/12 10/14/12 1	1	\$1,000.00					
Week: 10/15/12 10/21/12 1	1	\$1,000.00					
Week: 10/22/12 10/28/12 1	1	\$1,000.00					
Week: 10/29/12 11/04/12 1	1	\$1,000.00					
Week: 11/05/12 11/11/12 1	1	\$1,000.00					
	rning America	7-9a	:30		NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 11/05/12 11/11/12 -1	Spots/Week 1	<u>Rate</u> \$1,000.00					
63 WISN 10/15/12 11/05/12 LIVE WIT	H KELLY!	9-10am	:30		NM	4	\$1,800.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>					, , , , , , , , , , , ,
Week: 10/15/12 10/21/12 1	1	\$450.00]		
Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	1	\$450.00 \$450.00					
Week: 11/05/12 11/11/12 1	1	\$450.00 \$450.00					
64 WISN 10/06/12 10/06/12 PostBadg	ier	PostBadger	:30		NM		04 000 00
Start Date End Date Weekdays	Spots/Week	Rate	.30		INIVI	1	\$1,000.00
Week: 10/01/12 10/07/12S-	1	\$1,000.00					
65 WISN 10/06/12 10/06/12 BIG 12 B	adgerPost	630-7p, 6-630p	:30		NM	1	\$1,500.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>					11,000.00
Week: 10/01/12 10/07/12S-	1	\$1,500.00					
66 WISN 10/04/12 10/04/12 LastReso Start Date End Date Weekdays		Thu 7-8p	:30		NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/12T	<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00					
67 WISN 10/04/12 10/05/12 News M-	- 5a	5-6A	:30		NM	1	\$350.00
Start Date End Date Weekdays	Spots/Week	Rate				•	+550.00
Week: 10/01/12 10/07/12TF	1	\$350.00					
68 WISN 10/06/12 10/06/12 Sa 458-6		456-6AM	:30		NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/12S-	Spots/Week 1	<u>Rate</u> \$250.00			-		
· · · · · · · · · · · · · · · · ·	•	4200.00			1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	939457 / 7	7 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser		Original Date / Revision
Democratic Senatoria	l Ca	10/10/12 / 10/10/12

*Line Ch Start Date End Date Description	Start/End Time Day	Spots/ s Length Week Ra	te Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12\$ 1	458-6AM <u>Rate</u> \$200.00	:30	MM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date	M-F 2-3P <u>Rate</u> \$400.00	:30	MM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 _I <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		352	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	252	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	352	\$321,300.00	\$273,105.00

Signature:	Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified,

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furn	shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts exce	ot after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Contract / Revision

939457

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Great American Media

Washington, DC 20007

Suite 800

1010 Wisconsin Avenue N W

And:

CONTRACT

Product DSCC-IE

Contract Dates Estimate # 10/02/12 - 11/06/12 1533

Advertiser **Democratic Senatorial Campaign Committee** Original Date / Revision

/ 10/12/12

Product Code

53

Advertiser Ref

Alt Order#

06262067

Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office HRP -Washingto WISN Will Hildebrandt Special Handling Demographic Adults 35+

Advertiser Code

49

10/12/12

Agency Ref

IDB#

8091

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 2 -TWTF--\$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 \$20,800.00 End Date Weekdays Start Date Spots/Week Rate Week; 10/01/12 10/07/12 -TWTF--\$1,600.00 2 Week: 10/08/12 10/14/12 -TWTF--\$1,600.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----\$1,600.00 :30 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 12 \$6,000.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 3 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified



Contract / Revision Alt Order# 939457 1 8 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

Spots *Line Ch Start Date End Date Description Start/End Time Length Week Davs Rate Type Spots Amount Start Date **End Date** Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 \$950.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--\$950.00 1 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTE--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Niahtline 11p-1130p :30 NM 8 \$6,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$750.00 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00 Week: 10/15/12 10/21/12 -TWTF--2 \$750.00 Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 -TWTF--2 \$750.00 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 \$3,150.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$225.00 Week: 10/08/12 10/14/12 -TWTF--2 \$225.00 Week: 10/15/12 10/21/12 -TWTF--3 \$225.00 Week: 10/22/12 10/28/12 -TWTF--3 \$225.00 Week: 10/29/12 11/04/12 -TWTF--4 \$225.00 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 -TWTF--2 \$300.00 Week: 10/15/12 10/21/12 -TWTF--2 \$300.00 Week: 10/22/12 10/28/12 -TWTF--2 \$300.00 Week: 10/29/12 11/04/12 -TWTF--2 \$300.00 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$400.00 Week: 10/08/12 10/14/12 -TWTF--2 \$400.00 Week: 10/15/12 10/21/12 -TWTF--2 \$400.00 Week: 10/22/12 10/28/12 -TWTF--2 \$400.00 Week: 10/29/12 11/04/12 -TWTF--2 \$400.00 WISN 10/02/12 11/02/12 3-4p :30 NM 10 \$5,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF-2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--2 \$500 00 Week: 10/22/12 10/28/12 -TWTF--2 \$500.00 Week: 10/29/12 11/04/12 -TWTF--2 \$500.00 WISN 10/02/12 11/02/12 DR. OZ :30 NM 10 \$6,000.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$600.00 Week: 10/15/12 10/21/12 -TWTF--2 \$600.00 Week: 10/22/12 10/28/12 -TWTF--2 \$600.00 Week: 10/29/12 11/04/12 -TWTF--\$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 15 \$16,200.00 Weekdays Start Date End Date Spots/Week

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

1533



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 8 06262067 Contract Dates Product Estimate #

Original Date / Revision

DSCC-IE

10/02/12 - 11/06/12

Advertiser 10/12/12 / 10/12/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00 \$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	NM	
See MG 11.15,11.16,11.17			1	
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	NM	
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight	M Cu 520 Cm	Th		
⊕ MG for 13.5,11.3,11.4,3.4,3.3	M-Su 530-6p	Th :30 \$3,000.00	NM	
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30 \$700.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3				
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.00	NM	
★ MG for 13.5,11.3,11.4,3.4,3.3 Week: 10/15/12 10/21/12 -TwTF 3	04.000.00			
	\$1,000.00			
Week: 10/22/12	\$1,000.00 \$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A	:30	NM 15	\$5,250.00
Week: 10/01/12	<u>Rate</u> \$350.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12	\$350.00			
Week: 10/29/12 11/04/12 -TwTF 4	\$350.00		İ	
13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 13	\$15,600.00
Start Date End Date Weekdays Spots/Week	Rate			4.0,000.00
Week: 10/01/12	\$1,200.00			
Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description	\$1,200.00	144 ()	_	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 5 WISN 10/08/12-10/14/12 News M-F 6p	Start/End Time	Weekdays Length Rate -TuwThF :30 \$1,200.00	<u>Type</u>	
See MG 11.15,11.16,11.17	6-630pm	-TuWThF :30 \$1,200.00	NM	
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00		i	
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000,00
Start Date End Date Weekdays Spots/Week	Rate	.00	13101	\$15,000.00
Week: 10/01/12	\$1,000.00			
Week: 10/08/12	\$1,000.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00			
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm	:30	NM 10	\$8,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$850.00		j	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuwThF :30 \$850.00	NM	
See MG 23.6				
Week: 10/08/12 10/14/12 -TWTF 2	\$850.00		1	
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	<u>Type</u>	
4 WISN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM	
See MG 31.6			l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the specified.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spot Length Wee		TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3 2	\$850.00				i		
Week: 10/22/12	11/04/12	-TWTF	3	\$850.00 \$850.00						

16 WISN 10/02, Start Date	/12 11/02/ End Date		ning America	7-9a		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITH	i KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		,,,,,,	17	Ψ0,500.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00	***					
18 WISN 10/26			_	Frì 9-10p		:30		NM	1	\$3,000.00
Start Date Week: 10/22/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
	10/28/12	_	1	\$3,000.00						
19 WISN 10/08				Prime Other		:30		NM	5	\$25,000.00
Start Date Week; 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/05/12	10/21/12	1	1	\$5,000.00 \$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
	ite Range	Descriptio	•	Start/End Time	Weekda	ys Length	Rate	<u>Type</u>		
3 WISN 10				Prime Other	M		\$5,000.00	NM		
See MG 1	9.6	ŭ					40,000.00	,, I		
6 WISN 10	/22/12-10/28	/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
MG for 19.										
Week: 10/29/12	11/04/12	1	1	\$5,000.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22		12 Castle		Mon 9-10p		:30		NM	1	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12 Spot Ch Da	10/28/12 ite Range	1	1	\$4,000.00	144. 1.1		5 .			
1 WISN 10		<u>Descriptio</u> /12 Castle	<u>n</u>	Start/End Time	<u>Weekda</u>		Rate	<u>Type</u>		
Credited	722712-10720	/12 Castle		Mon 9-10p	M	:30	\$ 4,000.00	NM		
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06			Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , ,
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$600.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1-	1	\$600.00				į		
***************************************			1	\$600.00						
22 WISN 10/13.		•	otball Game #2	230p-6p		:30		NM	1	\$6,500.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$6,500.00						
		-	•	φο,σοσ.σσ				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2		Sa :30 \$6,500.00		
See MG 22.2		.00 \$0,000.00	'''''	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30 \$6,500.00	NM	
⊕ MG for 22.1 10/13	2000 00	Ju .00 40,000.00	13,77	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 8	\$8,250.00
Week: 10/01/12 10/07/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00		
See MG 23.6	0-030pm	3a50 \$500.00	I WIW	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NIN #	
MG for 15.1,23.1	1000p-11p	Midwille50 \$1,550.00	NM NM	
Week: 10/08/12 10/14/121- 1	\$500.00			
		Modeles I amath Date	. 	
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	Weekdays Length Rate		
·	6-630pm	Sa :30 \$500.00) NM	
See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM	1020- 11-	VIII00 04 500 00		
	1030p-11p	WThF :30 \$1,500.00) NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	4000 44			
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00) NM	
(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2	4000 44			
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00) NM	
(b) MG for 25.2,2.4,27.1,27.2,2.3,23.2				
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	\$a :30 \$900.00) NM	
® MG for 25.2,2.4,27.1,27.2,2.3,23.2				
Week: 10/15/12 10/21/121 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			4000.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	\$3 000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	MIVI 4	\$2,800.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00		İ	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	<u>Weekdays</u> <u>Length</u> <u>Rate</u>		
See MG 23.7,23.8,23.9,23.10	0-030pm		9 NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate		ŀ	
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

						Spots				
*Line Ch Start [ate Description	1	Start/End Time	Days	Length Weel	k Rate	Type Sp	ots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/				630p-7p		:30		NM	0	\$0.00
Start Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/15/12	10/21/12	_	1	\$500.00	1011		D	-		
	te Range	Description /12 SA 630-7p		Start/End Time	Weekday		Rate	<u>Type</u>		
	3.7,23.8,23.9			630p-7p		·Sa :30	\$500.00	NM		
Week: 10/22/12	10/28/12	,23,10	0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
	te Range	Description	,	Start/End Time	Weekday	s Length	Rate	Type		
		/12 SA 630-7p		630p-7p			\$500.00	NM		
	3.7,23.8,23.9	•		000p-1p		34 .50	\$666.00	, , , , , ,		
28 WISN 10/13/				630-7p		:30		NM	2	#2 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IAIAI	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00				1		
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/	12 10/20/1	2 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14341	J	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00				l		
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/		2 News Sat 7-	9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1-	1	\$450.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1-	1	\$450.00						
		1-	11	\$450.00	****					
N 31 WISN 10/07/				10p-10 <u>3</u> 0p		:30		NM	5	\$8,850.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate				İ		
Week: 10/08/12	10/07/12	1	1	\$1,600.00 \$1,600.00						
	te Range	Description		Start/End Time	Magkday	a Lanath	Data	-T		
		/12 Late News	10nm	10p-1030p	Weekday	<u>vs Length</u> Sı :30	<u>Rate</u> \$1,600.00	<u>Type</u>		
See MG 31		12 Late News	τοριπ	10p-1030p		36 .30	41,000.00	NM		
		12 World News	s Tonight	M-Su 530-6p	M	:30	\$2,450.00	NM		
			· · · · · · · · · · · · · · · · · · ·	оч ооо ор	***	.00	Ψ2,400.00	14141		
Week: 10/15/12	•	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	12 11/04/1	2 Late News S	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		. • •				40,000,00
Week: 10/08/12	10/14/12	1	1	\$950.00				1		
Week: 10/15/12	10/21/12	1	1	\$950.00				1		
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/	12 11/04/1	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/12/12

/ 10/12/12



Contract / Revision Alt Order # 939457 06262067 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

	L		1000				
			Spo	ts/			
*Line Ch Start Date End Date Description	Start/End Time	Days	Length Wee	ek Rate	Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	***************************************		·	Ī		
Week: 10/08/12 10/14/121 1	\$200.00						
Week: 10/15/12 10/21/121 1	\$200.00						
Week: 10/22/12 10/28/121 1	\$200.00						
Week: 10/29/12 11/04/121 1	\$200.00						
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p		:30		NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate						, ,=
	\$500.00						
	\$500.00				1		
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$500.00						
Week: 10/29/12 11/04/121 1	\$500.00						
	\$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a		:30		NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate						
Week: 10/08/12 10/14/121 1	\$400.00				i		
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00 \$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
36 WISN 10/21/12 10/21/12 Once Start Date End Date Weekdays Spots/Week	Sun 7-8p		:30		NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	<u>Rate</u> \$2,500.00						
37 WISN 10/07/12 11/04/12 News Sun 7-9a							
Start Date End Date Weekdays Spots/Week	7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	<u>Rate</u> \$400.00				I		
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00			,			
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
38 WISN 10/14/12 11/04/12 This Week With George St			:30			_	
Start Date End Date Weekdays Spots/Week	Rate		.30		NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00						
Week: 10/15/12 10/21/12 0	\$0.00						
Week: 10/22/12 10/28/12 0	\$0.00						
Week: 10/29/12 11/04/121 1	\$1,000.00						
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p		:30		NM	3	\$10 EAA AA
Start Date End Date Weekdays Spots/Week	Rate		.00		INIVI	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00						
Spot Ch Date Range Description	Start/End Time	Weekday	<u>/s Length</u>	Rate	Туре		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu	:30	\$5,000.00	NM		
See MG 39.3,39.4							
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	- Tu	:30	\$5,000.00	NM		
(h) MG for 40.2,39.1	-	_					
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis MG for 40.2,39.1	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
THE A COLUMN CONTRACTOR	60.00						
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 -1 1	\$0.00						
	\$5,000.00						
40 WISN 10/02/12 10/09/12 HappyEnd Start Date End Date Weekdays Spots/Week	Tue 8-9p		:30		NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,500.00				Į		
	Ψ2,000.00				ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 **Democratic Senatorial Ca**

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30 \$2,500.00	NM	
See MG 40.3				
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30 \$2,500.00	NM	
⊕ See MG 40.4	,	,		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.00	NM	
MG for 40.3 10/02	, 	.00 \$2,000.00	14141	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00			
Spot Ch Date Range Description	Start/End Time	Mookdown Longth Date	T	
		Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu - :30 \$ 2,500.00	NM	
See MG 39.3,39.4				
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate			T 1, 100,00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
See MG 41.4		.00 # 2,200.00	14147	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00		
⊕ MG for 41.1 10/02	mu a-rop	.30 \$2,200.00	NM	
Week: 10/08/12 10/14/12 0	ድ ስ ስስ			
-	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
Credited				
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		
Start Date End Date Weekdays Spots/Week	•	.50	NM 2	\$6,000.00
Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00			
		341 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	_	
	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$ 3,000.00	NM	
Credited				
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	e7 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 1	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00			
			· · · · · · · · · · · · · · · · · · ·	
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM 2	\$2,600.00
Start Date End Date Weekdays Spots/Week				
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate			Ψ-30.00
Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital		-20		
	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	Rate			
	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 11/05/12 11/11/12 -1 1	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict within above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 / 8 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*Line Ch Start			on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			······································			
48 WISN 10/15				10-1030p		:30	***************************************	NM	4	\$6,400.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 	Spots/Week	Rate						+51 100.00
Week: 10/13/12	10/21/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,600.00 \$1,600.00						
49 WISN 10/15	/12 11/05/	12 The View		10-11am		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	4	\$2,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06				10-11am		:30		NM	1	\$500.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week	Rate					·	4000.00
****			1	\$500.00						
51 WISN 10/15			N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00				ı		
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29/	12 11/05/	12 3-4p		3-4p		:30	****		_	**
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06/		12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		,		1111	,	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29/				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	Rate						+ .,=50.50
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15/			···	\$600.00						
Start Date	End Date	2 News M-F Weekdays	op <u>Spots/Week</u>	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u>Spois/vveek</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/	12 11/05/1	2 News M-F	ãa .	5-6A	****	:30		NM	4	£1 400 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		EAIA	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$350.00				ŀ		
Week: 11/05/12	11/04/12 11/11/12	1	1	\$350.00						
57 WISN 10/08/		1	1	\$350.00						
Start Date	End Date	2 News M-F & Weekdays	•	6-630pm		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	, 1	\$1,200.00				Ì		
			•	¥1,200,00				I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 **Democratic Senatorial Ca**

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$1,200.00			,
Week: 10/29/12 11/04/12 1 1	\$1,200.00			
Week: 11/05/12 11/11/12 1 1	\$1,200.00			
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM 4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,000.00			
Week: 10/22/12 10/28/12 1 1	\$1,000.00		ł	
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00			
60 WISN 10/22/12 11/05/12 Entertainment Tonight	630p-7pm	:30	NM 3	\$2,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	Rate			
Week: 10/29/12 11/04/12 1 1	\$850.00 \$850.00			
Week: 11/05/12 11/11/12 1 1	\$850.00		į.	
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM 5	#E 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI 5	\$5,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00			
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week	7-9a	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$4.000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	19191 4	\$1,800.00
Week: 10/15/12 10/21/12 1 1	\$450.00			
Week: 10/22/12 10/28/12 1 1	\$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00		ļ	
Week: 11/05/12 11/11/12 1 1	\$450.00			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	<u>Rate</u> \$1,000.00			
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM 1	¢1 500 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	\$1,500.00
Week: 10/01/12 10/07/12S- 1	\$1,500.00			
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM 1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Rate			
	\$3,000.00			
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A Pato	:30	NM 1	\$350.00
Week: 10/01/12	<u>Rate</u> \$350.00			
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM 1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1.41A)	φ 2 5 U .UU
Week: 10/01/12 10/07/12S- 1	\$250.00		l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	939457 / 8	06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533

Advertiser	Original Date	/ F	Revision
Democratic Senatorial Ca	10/12/12	1	10/12/12

Spots/

		Opoto:			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 5 1	458-6AM <u>Rate</u> \$200.00	:30	ΝM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	MM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		351	\$321,300.00

of Spots Time Period **Gross Amount** Net Amount 10/01/12 -10/28/12 251 \$197,285.00 \$232,100.00 10/29/12 -11/06/12 100 \$75,820.00 \$89,200.00 Totals 351 \$321,300.00 \$273,105.00

Signature:	Date:	
_		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Product Code

53

Advertiser Ref

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 1 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 10/18/12 / 10/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling

> Demographic Adults 35+

> > Advertiser Code

49

Snotal

IDB#

8091

Agency Ref

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM 10	\$3,500.00
Start Date	<u>Rate</u>			77,770.00
Week: 10/01/12	\$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12	\$350.00			
Week: 10/22/12	\$350.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00			
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM 13	\$20,800.00
Start Date	Rate			420,000.00
Week: 10/01/12	\$1,600.00			
Week: 10/08/12	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ту</u> ре	
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuwThF :30 \$1.600.00	NM	
See MG 23.7,23.8,23.9,23.10	-	• •		
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM	
See MG 23.7,23.8,23.9,23.10	-	• •		
Week: 10/15/12	\$1,600.00			
Week: 10/22/12	\$1,600.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00			
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM 11	\$5,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			+0,000.00
Week: 10/01/12	\$500.00			
Week: 10/08/12	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ty</u> pe	
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17				
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17				
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuwThF :30 \$500.00	NM NM	
See MG 5.9,5.10,5.11		100 \$600,00	*****	
•			ı	

CONTRACT

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the specified



Contract / Revision Alt Order# 939457 / 9 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

Start Date End Date End Date Start Spatis/Week Rate Type Spots Amount							Spots	s/			
Week: 10721/2 10721/2 -TNTF 4 \$500.00	*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days Lengt	h Weel	k Rate	Type S	pots	Amount
A NISN 1002/12 1104/12 -TVTF 4 \$500.00						***************************************					**
Misch 1002012 110201											
Signt Date End Date Weekdays Spots/Week Spots Spot	*	······	***************************************	· · · · · · · · · · · · · · · · · · ·	\$500.00		***				
Week: 1001/1/2 1007/1/2 1741FF-						:3	30		NM	5	\$4,750.00
Week: 10/08/12 10/14/12 -TVTF 1 \$850.00											
Week: 1075/12 1072/12 -TVTFF- 1 \$950.00 Week: 1072/12 1072/12 -TVTFF- 1 \$950.00 Week: 1072/12 11702/1				•							
Meek: 10/22/12 10/28/12 -TNTFF-				1							
N 5 N N N N N N N N				1	•						
N 5 W SN 10/02/12 11/02/12 Nightline 11p-1130p Rate Ra				•					l		
Start Date End Date Week days Socia New Socia New Week 10/09/12 TWTF 1 S750.00	N 5 W/ISN 10/02	/12 11/02/		· · · · · · · · · · · · · · · · · · ·			20				
Week: 10/08/12 10/07/12 TWTF			•	Spots/Week		13	5U		NM	10	\$8,900.00
Week: 10/08/12 10/14/12 -TWTFF- 2 5750.00 Spot Ch Date Range Description Start/End Time 17p-1130p -TWTFF- 2 S750.00 Spot Ch Date Range Description Start/End Time 17p-1130p -TWTFF- 3.30 \$750.00 NM S750.00											
Spot Ch	Week: 10/08/12	10/14/12	-TWTF	1							
3 W/SN 10/15/12-10/21/12 Wightline 11p-1130p TuriThF 30 \$750,00 NM See MG 5.9, 5.10, 5.11 World News Tonight Sun 5-530p Sun 5-5	Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
See MG 5-9, 8-10, 8-11 Sun 5-530p Sun				<u>n</u>	Start/End Time	Weekdays Lo	ength	Rate	Type		
9 WISN 10/21/12-10/21/12 World News Tonight "Sun 5-530p			/12 Nightline		11p-1130p	-TuWThF	:30	\$750.00	NM		
(B) MG for 3.7,13.6,13.7,5.3 10 WISN 10/28/12-10/28/12 World News Tonight 10 WISN 10/28/12-10/28/12 World News Tonight 11 WISN 10/21/12-10/21/12 News Sun 7-9a 12 S750.00 13 S750.00 14 WiSN 10/21/12 10/28/12 TWFF 15 S750.00 16 WISN 10/29/12 11/02/12 News Sun 7-9a 17 Week: 10/29/12 11/02/12 News Sun 7-9a 18 WiSN 10/02/12 11/02/12 News Sun 7-9a 19 Week: 10/29/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 News Sun 7-9a 10 WiSN 10/02/12 10/02/12 News Sun 7-9a 10 WiSN 10/02/12 10/02/12 News Sun 7-9a 10 WiSN 10/02/12 10/02/12 News Spots/Week 10 Week: 10/15/12 10/28/12 News Sun 7-9a 10 WiSN 10/02/12 11/02/12 THE CHEW Sun 7-9a 10 WiSN 10/02/12 11/02/12 THE CHEW Sun 7-9a 10 WiSN 10/02/12 11/02/12 TWFF 2 Sun 7-9a 10 WiSN 10/02/12 11/02/12 THE CHEW Sun 7-9a 10 WiSN 10/02/12 11/02/12 TWFF 2 Sun 7-9a 10 WiSN 10/02/12 11/02/12 TWFF				-							
10 WISN 10/28/12-10/28/12 World News Tonight Sun 5-530p	_			vs Tonight	*Sun 5-530p	St	:30	\$1,500.00	NM		
⊕ MG for 3,7,13,6,13,7,5.3 11 WISN 10/21/12-10/21/12 News Sun 7-9a				e Taniaht	*Cun E 520-	-	00	04 500 00			
11 WISN 10/21/12-10/21/12 News Sun 7-9a 7-9am				vs ronignt	Sun 3-33up	- St	:30	\$1,500.00	NM		
Week: 10/22/12 10/28/12				7-9a	7-9am		∙ვ∩	ቁፍፍስ በስ	NIM		
Week: 10/22/12					· vaiii	3.	.50	\$050.00	MIVI		
6 WISN 10/02/12 11/02/12 ANDERSON COOPER Start Date Start Date Week 10/03/12 11/02/12 ANDERSON COOPER Start Date Start Date Start Date Week 10/03/12 10/07/12 - TWTF 2 \$225.00 Week: 10/03/12 10/07/12 - TWTF 3 \$225.00 Week: 10/03/12 10/02/12 11/04/12 - TWTF 3 \$225.00 Week: 10/02/12 10/02/12 11/04/12 - TWTF 3 \$225.00 Week: 10/02/12 10/02/12 11/04/12 - TWTF 4 \$225.00 Week: 10/02/12 11/04/12 - TWTF 4 \$225.00 Week: 10/03/12 11/04/12 - TWTF 4 \$225.00 Week: 10/03/12 11/04/12 - TWTF 2 \$300.00 Week: 10/03/12 11/04/12 - TWTF 2 \$300.00 Week: 10/03/12 10/02/12 THE CHEW Start Date Week: 10/014/12 - TWTF 2 \$300.00 Week: 10/014/12 - TWTF 2 \$300.00 Week: 10/02/12 10/02/12 10/02/12 - TWTF 2 \$300.00 Week: 10/02/12 10/02/12 - TWTF 2 \$300.00 Week: 10/02/12 11/04/12 - TWTF 2 \$300.00 Week: 10/02/12 11/04/12 - TWTF 2 \$300.00 Week: 10/02/12 11/04/12 - TWTF 2 \$300.00 Week: 10/02/12 10/02/12 10/02/12 KATIE COURIC M-F 2-3P 300.00 Week: 10/03/12 10/04/12 - TWTF 2 \$400.00 Week: 10/03/12 10/04/12 - TWTF 2 \$400.00 Week: 10/03/12 10/04/12 - TWTF 2 \$400.00 Week: 10/02/12 10/02/12 10/02/12 - TWTF 2 \$400.00 Week: 10/02/12 10/02/12 10/02/12 - TWTF 2 \$400.00 Week				2	\$750.00						
Start Date End Date Weekdays Spots/Week Rate S225.00	Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
Start Date End Date Week 10/07/12 10/07/12 -TWTF 2 \$225.00	6 WISN 10/02	/12 11/02/1	2 ANDERSO	N COOPER	M-F 11A-12P		30		NM	14	\$3.150.00
Week: 10/08/12				Spots/Week						1-7	Ψ5,150.00
Week: 10/15/12 10/21/12 -TWTF 3 \$225.00 Week: 10/22/12 10/28/12 -TWTF 4 \$225.00 Week: 10/22/12 11/04/12 -TWTF 4 \$225.00 TWISN 10/09/12 11/04/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$300.00 Week: 10/15/12 10/21/12 -TWTF 2 \$300.00 Week: 10/15/12 10/28/12 -TWTF 2 \$300.00 Week: 10/22/12 10/28/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 Week: 10/09/12 11/04/12 -TWTF 2 \$300.00 Week: 10/01/12 10/01/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Week: 10/01/12 10/01/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/15/12 10/28/12 -TWTF 2 \$400.00 Week: 10/15/12 10/28/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/15/12 10/15/12 11/04/12 -TWTF 2 \$400.00 Week: 10/15/12 10/15/12 11/04/12 -TWTF 2 \$400.00 Week: 10/15/12 10/15/12 11/04/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 11/05/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 11/05/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 -TWTF 2 \$400.00 Week: 10/15/12 11/05/12 -TWTF 2 \$400											
Week: 10/22/12 by 10/28/12 by 10/29											
Week: 10/29/12											
7 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00											
Start Date End Date Weekdays Spots/Week Rate Syourney	*****				*****		***************************************				
Week: 10/08/12 10/14/12 -TWTF 2 \$300.00 Week: 10/15/12 10/21/12 -TWTF 2 \$300.00 Week: 10/22/12 10/28/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/02/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/02/12 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00						:3	30		NM	8	\$2,400.00
Week: 10/15/12 10/21/12 -TWTF 2 \$300.00 Week: 10/22/12 10/28/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date Week: 10/01/12 End Date TWTF 2 \$400.00 NM 10 \$4,000.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 NM 10 \$4,000.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 NM 10 \$4,000.00 Week: 10/02/12 10/28/12 -TWTF 2 \$400.00 NM 10 \$5,000.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 NM 10 \$5,000.00 Week: 10/02/12 11/02/12 3-4p 3-4p 30 NM 10 \$5,000.00											
Week: 10/22/12 10/28/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date Week: 10/01/12 End Date Weekdays Spots/Week Rate TWTF 2 \$400.00 Week: 10/08/12 10/07/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/05/12 Week: 10/05/12 NM 10 \$5,000.00											
Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 3-4p 3-4p 30 NM 10 \$5,000.00	Week: 10/22/12	10/28/12									
8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/07/12 10/07/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/22/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/04/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Spots/Week Rate Spots/Week 10/07/12 10/07/12 -TWTF 2 \$500.00	Week: 10/29/12	11/04/12	-TWTF								
Start Date	8 WISN 10/02/	/12 11/02/1	2 KATIE COL	JRIC	M-F 2-3P		30		NIN 4	40	0.1.000.00
Week: 10/01/12 10/07/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 10/07/12 TWTF 2 \$500.00							30		ININ	10	\$4,000.00
Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 End Date of the control of the co	Week: 10/01/12										
Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 10/07/12 TWTF 2 \$500.00				2	\$400.00						
Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date Start Date Week: 10/01/12 End Date 10/07/12 Weekdays TWTF 2 \$500.00									- 1		
9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date									1		
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00	***			2	\$400.00						
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TwrF 2 \$500.00					3-4p		30		NM	10	\$5,000 00
141 1 10/00/10											++,500.00
2 \$500.00									į		
		10/17/12	IWIT-	۷	υυ.υυσφ				L		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/22/12 10/28/12

-TWTF--

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 **Democratic Senatorial Ca**

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S _l	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -TWTF 2	<u>Rate</u>				
•	\$500.00				
Week: 10/22/12 10/28/12 -TWTF 2 Week: 10/29/12 11/04/12 -TWTF 2	\$500.00				
	\$500.00				
10 WISN 10/02/12 11/02/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM	10	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$600.00		1		
Week: 10/08/12 10/14/12 -TWTF 2	\$600.00		- 1		
Week: 10/15/12	\$600.00				
Week: 10/22/12 10/28/12 -TWTF 2	\$600.00]		
Week: 10/29/12 11/04/12 -TWTF 2	\$600.00				
11 WISN 10/02/12 11/02/12 News M-F 5p	5-530pm	:30	NM	4.5	640 000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	IAIAI	15	\$16,200.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00				
Week: 10/08/12	\$1,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	NM		
See MG 11.15,11.16,11.17					
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	NM :		
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight	M C., 500 C.				
⊕ MG for 13.5,11.3,11.4,3.4,3.3	M-Su 530-6p	Th :30 \$3,000.00	NM		
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30 \$700.00	,,,,		
® MG for 13.5,11.3,11.4,3.4,3.3	114-250	Sa :30 \$700.00	NM		
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.00	NM		
(f) MG for 13.5,11.3,11.4,3.4,3.3	1100 12000	1 .30 \$300.00	IAIAI		
Week: 10/15/12 10/21/12 -TwTF 3	\$1,000.00		1		
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00				
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM	15	\$5,250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		, ,,,,,	10	Ψ0,200.00
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00				
Week: 10/08/12 10/14/12 -TwTF 3	\$350.00				
Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3	\$350.00				
	\$350.00				
	\$350.00				
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM	11	\$13,200.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-TWTF2	Rate £1 200 00				
Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00				
Spot Ch Date Range Description	\$1,200.00 Start/End Time	Modeles	_		
5 WISN 10/08/12-10/14/12 News M-F 6p	Start/End Time 6-630pm	Weekdays Length Rate	<u>Type</u>		
See MG 11.15,11.16,11.17	υ-υσυμπι	-TuwThF :30 \$1,200.00	NM		
Week: 10/15/12 10/21/12 -TwTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuwThF :30 \$1,200.00	VM		
See MG 5.9,5.10,5.11		700 W/,200.00	LAIM		
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 5.9,5.10,5.11	•	21,-22,00			

\$1,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Alt Order # Contract / Revision 939457 06262067 / 9

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/18/12 / 10/18/12 Democratic Senatorial Ca

				Spot	s/			
*Line Ch Start Date End Date Description		Start/End Time	Days	Length Wee		Type S	pots	Amount
Start Date End Date Weekdays S Week: 10/29/12 11/04/12 -TWTF	Spots/Week 3	<u>Rate</u> \$1,200.00					•	
14 WISN 10/02/12 11/02/12 News M-F 6a	***	6-7A		:30		NM	15	\$15,000.00
	Spots/Week	Rate					1.0	Ψ10,000.00
Week: 10/01/12	2	\$1,000.00						
Week: 10/08/12	3	\$1,000.00						
Week: 10/15/12 10/21/12 -TWTF	3	\$1,000.00						
Week: 10/22/12 10/28/12 -TWTF Week: 10/29/12 11/04/12 -TWTF	3	\$1,000.00						
	4	\$1,000.00		***************************************				
15 WISN 10/02/12 11/02/12 Entertainment		630p-7pm		:30		NM	10	\$8,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/01/12 10/07/12 -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
Spot Ch Date Range Description	2	Start/End Time	Mookdov	c Longth	Data	T		
1 WISN 10/01/12-10/07/12 Entertainment	Toniaht	630p-7pm	Weekday -TuWThF	_	<u>Rate</u> \$850.00	<u>Type</u>		
See MG 23.6	. omgm	000p-1pm	- IUWINE	.30	\$600.00	NM		
Week: 10/08/12	2	\$850.00						
Spot Ch Date Range Description		Start/End Time	Weekday	s Length	Rate	Туре.		
4 WISN 10/08/12-10/14/12 Entertainment	Tonight	630p-7pm	-TuWThF		\$850.00	NM		
See MG 31.6								
Week: 10/15/12 10/21/12 -TWTF	3	\$850.00						
Week: 10/22/12 10/28/12 -TWTF	2	\$850.00						
Week: 10/29/12 11/04/12 -TWTF	3	\$850.00	W					
16 WISN 10/02/12 11/02/12 Good Morning		7-9a		:30		NM	21	\$21,000.00
Start Date End Date Weekdays S Week: 10/01/12 10/07/12 -TWTF	Spots/Week	Rate						
Week: 10/08/12 10/14/12 -TWTF	3	\$1,000.00						
Week: 10/15/12 10/21/12 -TWTF	4 4	\$1,000.00 \$1,000.00						
Week: 10/22/12 10/28/12 -TWTF	5	\$1,000.00						
Week: 10/29/12 11/04/12 -TWTF	5	\$1,000.00						
17 WISN 10/02/12 11/02/12 LIVE WITH KE			***************************************	.20				
	Spots/Week	9-10am Rate		:30		NM	14	\$6,300.00
Week: 10/01/12 10/07/12 -TWTF	2	\$450.00						
Week: 10/08/12	2	\$450.00						
Week: 10/15/12 10/21/12 -TWTF	3	\$450.00						
Week: 10/22/12 10/28/12 -TwTF	3	\$450.00						
Week: 10/29/12 11/04/12 -TWTF	4	\$450.00						
18 WISN 10/26/12 10/26/12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
	pots/Week	<u>Rate</u>				.,,,,,	•	Ψ5,000.00
Week: 10/22/12 10/28/121	11	\$3,000.00						
19 WISN 10/08/12 11/05/12 Dancing		Prime Other		:30		NM	5	\$25,000.00
	pots/Week	Rate						+==,000.00
Week: 10/08/12 10/14/12 1 Week: 10/15/12 10/21/12 1	1	\$5,000.00						
Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1	1	\$5,000.00				- 1		
Spot Ch Date Range Description	1	\$5,000.00 Stort/End Time	Maded	-	D-4	_ l		
3 WISN 10/22/12-10/28/12 Dancing		Start/End Time Prime Other	Weekday M		Rate	Type		
See MG 19.6		r-mme Outer	V	:30	\$5,000-00	NM		
6 WISN 10/22/12-10/28/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
⊕ MG for 19.3 10/22		ор		.50	φυ,υυυ.υυ	IAM		
Week: 10/29/12 11/04/12 1	1	\$5,000.00						
						ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified,

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 939457 / 9	<u>Alt Order #</u> 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser Democratic Senatoria		<u>Driginal Date / Revision</u> 10/18/12 / 10/18/12

	Der	mocratic Senatorial Ca	10/18/12 / 1	
		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1	<u>Rate</u> \$5,000.00			
20 WISN 10/22/12 10/29/12 Castle Start Date End Date Weekdays Spots/Week	Mon 9-10p	:30	NM 1	\$4,000.00
Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00			41,000.00
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Castle	Start/End Time	Weekdays Length Rate	Туре	
Credited	Mon 9-10p	M :30 \$4,000.00	NM	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	10-1035p	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			, , , , , , , , , , , , , , , , , , , ,
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/13/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00 \$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$6,500.00
Week: 10/08/12 End Date Weekdays Spots/Week	<u>Rate</u> \$6,500.00			40,000.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2 See MG 22.2	230p-6p	Sa :30 \$ 6,500.00	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	\$a :30 \$6,500.00	NM	
● MG for 22.1 10/13 23 WISN 10/06/12 11/03/12 News Sa 6p-630p		4		
Start Date End Date Weekdays Spots Mook	6-630pm <u>Rate</u>	:30	NM 8	\$8,250.00
Week: 10/01/12 10/07/121- 1	\$500.00			
Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 News Sa 6p-630p	Start/End Time 6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 23.6	0-030pm	Sa :30 \$500.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM ⊕ MG for 15.1,23.1	1030p-11p	MTuWThF :30 \$1,350.00	NM	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	Weekdays Length Rate	<u>T</u> ype	
See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30 \$500.00	NM	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p			
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000b-11b	WThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	\$a :30 \$900.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2 Week: 10/15/12	0500.00	00	14161	
Week: 10/22/12 10/28/121- 1	\$500,00 \$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00		1	
24 WISN 10/13/12 11/03/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	456-6AM	:30	NM 4	\$800.00
Week: 10/08/12	<u>Rate</u> \$200.00		·	\$550,00
	-		1	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and service, lostly and service, payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the

10/18/12 / 10/18/12



	Contract / Revision 939457 / 9	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

		Total Condition of			, 10,	10/12
thing of or an area		Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Sp	ots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121- 1			****		*****	
Week: 10/22/12 10/28/121- 1	\$200.00 \$200.00					
Week: 10/29/12 11/04/121	\$200.00					
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		318.0		
Start Date End Date Weekdays Spots/Week	Rate	.50		NM	4	\$2,800.00
Week: 10/01/12 10/07/121 1	\$700.00					
Week: 10/08/12 10/14/121- 1 Spot Ch Date Range Description	\$700.00					
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30	\$700.00	NM		
Week: 10/15/12 10/21/121- 1	\$700.00					
Week: 10/22/12 10/28/121-	\$700.00					
Week: 10/29/12 11/04/121- 1	\$700.00					
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30		NINA	_	
Start Date End Date Weekdays Spots/Week	Rate	.50		NM	5	\$3,000.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00					
TATE OF ADMINISTRAL PROPERTY.	\$600.00					
Micely 10/20/10 10/20/10	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00 \$600.00					
27 WISN 10/20/12 11/03/12 SA 630-7p						
Start Date End Date Weekdays Spots/Week	630p-7p Rate	:30		NM	0	\$0.00
Week: 10/15/12 10/21/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	5a :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0				,		
Week: 10/29/12 10/28/121 0 Week: 10/29/12 11/04/121 1	\$0.00					
Spot Ch Date Range Description	\$500.00 Stort/End Time	10/Ind	_			
2 WISN 10/29/12-11/04/12 SA 630-7p	Start/End Time 630p-7p	Weekdays Length	Rate	<u>Type</u>		
See MG 23.7,23.8,23.9,23.10	000p-1p	Sa :30	\$500.00	NM		
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30		515.4	_	
Start Date End Date Weekdays Spots/Meek	Rate	.30		NM	3	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00					
<u>Spot Ch </u>	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 28.3.28.4	630-7p	 5a :30 \$	1,000.00	NM		
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	Tours				
MG for 28.1 10/13	1100-12008	-TuwThF :30	\$500.00	NM		
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	NM		
(h) MG for 28.1 10/13			4000.00	LAIAI		
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/121 1	\$0.00					
	\$1,000.00					
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Meak		:30		NM	3	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1	<u>Rate</u>				-	44,000.00
Week: 10/08/12 10/14/12 0	\$1,000.00 \$0.00					
Week: 10/15/12 10/21/122- 2	\$1,000.00			Ī		
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	.20	····			
	, "Gaili	:30		NM	4	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

\ Line Hathadelions. IN - INEW, E - Edited, D - Detected)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/18/12 / 10/18/12



	Contract / Revision 939457 / 9	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

			<u> </u>						
*Line Ch Start Date Er	nd Date Description	On.	Stort/End The	Davis	Spo				
Start Date End D			Start/End Time	Days L	ength Wee	ek Rate	Туре	Spots	Amount
Week: 10/08/12 10/14/		Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12 10/21/	121-	1	\$450.00						
Week: 10/22/12 10/28/	121-	1	\$450.00				1		
Week: 10/29/12 11/04/	121-	1	\$450.00						
31 WISN 10/07/12 11	/04/12 Late News	10pm	10p-1030p		-20				
Start Date End D		Spots/Week	Rate		:30		NM	5	\$8,850.00
Week: 10/01/12 10/07/		1	\$1,600.00						
Week: 10/08/12 10/14/		1	\$1,600.00						
Spot Ch Date Range			Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	Type		
2 WISN 10/08/12-1 See MG 31.6	0/14/12 Late News	s 10pm	10p-1030p		·St :30	\$1,60 0.00	NM		
6 WISN 10/15/12-1	0/15/12 Morld No.	va Taniaht	110. 500.0						
⊕ MG for 31.2,15.4	orioriz World Nev	ws ronight	M-Su 530-6p	M	:30	\$2,450.00	NM		
Week: 10/15/12 10/21/	121	1	\$1,600.00						
Week: 10/22/12 10/28/	121	1	\$1,600.00						
Week: 10/29/12 11/04/	12 1	1	\$1,600.00						
32 WISN 10/14/12 11	/04/12 Late News	SU 1030PM	1030p-11p		:30				
Start Date End Da	ate Weekdays	Spots/Week	Rate		.30		NM	4	\$3,800.00
Week: 10/08/12 10/14/		1	\$950.00						
Week: 10/15/12 10/21/		1	\$950.00						
Week: 10/22/12 10/28/ Week: 10/29/12 11/04/	_	1	\$950.00						
		1	\$950.00						
33 WISN 10/14/12 11/ Start Date End Da			458-6AM		:30		NM	4	\$800.00
Week: 10/08/12 10/14/1		Spots/Week 1	Rate						4400.00
Week: 10/15/12 10/21/1	· -	1	\$200.00 \$200.00						
Week: 10/22/12 10/28/1	-	1	\$200.00				l.		
Week: 10/29/12 11/04/1	21	1	\$200.00				Ī		
34 WISN 10/07/12 11/	04/12 News Sun	530nm	530-6p		-20				
Start Date End Da		Spots/Week	Rate		:30		NM	5	\$2,500.00
Week: 10/01/12 10/07/1	_	1	\$500.00						
Week: 10/08/12 10/14/1	· -	1	\$500.00						
Week: 10/15/12 10/21/1 Week: 10/22/12 10/28/1	<u> </u>	1	\$500.00						
	-	1	\$500.00				ı		
		11	\$500.00						
35 WISN 10/07/12 11/ Start Date End Da	04/12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Week: 10/01/12 10/07/1		Spots/Week	Rate					ŭ	Ψ£,500.00
Week: 10/08/12 10/14/1		1	\$400.00						
Week: 10/15/12 10/21/1		1	\$400.00 \$400.00						
Week: 10/22/12 10/28/1	21	1	\$400.00						
Week: 10/29/12 11/04/1	21	1	\$400.00						
36 WISN 10/21/12 10/2	21/12 Once		Sun 7-8p	· · · · · · · · · · · · · · · · · · ·	.20				
Start Date End Da	<u>te Weekdays</u>	Spots/Week	Rate		:30		NM	1	\$2,500.00
Week: 10/15/12 10/21/1	21	1	\$2,500.00				1		
37 WISN 10/07/12 11/0	04/12 News Sun 7	7-9a	7-9am		:30		NIA	_	#0 Ac
Start Date End Da		Spots/Week	<u>Rate</u>		.00		NM	5	\$2,000.00
Week: 10/01/12 10/07/1	21	1	\$400.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

	<u> </u>	meetale conditioned		10/10/12	, ,	0110/12
*Line Ch Start Date End Date Description	D. UE :=	Spo			•	
	Start/End Time	Days Length We	ek Rate	Type S	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	<u>Rate</u> \$400.00				<u>"</u>	
Week: 10/15/12 10/21/121	\$400.00					
Week: 10/22/12 10/28/121 1	\$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George St	ep930-1030am	:30			_	
Start Date End Date Weekdays Spots/Week	Rate	.50		NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/12	\$1,000.00					
Marky 10/20/10 10/20/10	\$0.00					
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 1	\$0.00					
	\$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults Start Date End Date Weekdays Spots/Week	Tue 7-8p	:30		NM	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Pata	T		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu :30	<u>Rate</u> \$5.000.00	<u>Type</u> <i>NM</i>		
See MG 39.3,39.4	·	.00	Ψ0,000.00	IAIM		
3 WISN 10/08/12-10/14/12 DWTS Results MG for 40.2,39.1	Tue 8-9p	-Tu :30	\$5,000.00	NM.		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	-					
(h) MG for 40.2,39.1	Tue 7-8p	-Tu: :30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 -1 1	\$5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	.20				
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 WISN 10/01/12-10/07/12 HappyEnd See MG 40.3	Tue 8-9p	-Tu: :30	\$ 2,500.00	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tuo 9 On					
® See MG 40.4	Tue 8-9p	-Tu: :30	\$2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	1014		
MG for 40.3 10/02	. 	.30	Φ2,500.00	NM		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
2 WISN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4	Tue 8-9p	-Tu:30	\$2,500.00	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week	Tue 9-10p	:30		NM	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Data	<u>.</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu: :30	<u>Rate</u> \$2,200.00	<u>Type</u> <i>NM</i>		
See MG 41.4		,00	WE;200:00	IVIVI		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30	\$2,200.00	NM		
⊕ MG for 41.1 10/02 Week: 10/08/12 10/14/12 ∩	**		,			
Week: 10/15/12 10/21/12 -1 0 Week: 10/15/12 10/21/12 -1 1	\$0.00					
Spot Ch Date Range Description	\$2,200.00 Start/End Time	Mantalana				
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	Weekdays Length	Rate	<u>Type</u>		
Credited	, αυ υ- τυμ	-Tu: :30	\$ 2,200.0 0	NM		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Week: 10/22/12

Week: 10/29/12

Week: 11/05/12

52 WISN 10/29/12

Start Date

10/28/12

11/04/12

11/11/12

End Date

11/05/12

1----

1----

1-----

3-4p

Weekdays

1

1

1

Spots/Week

Contract / Revision Alt Order # 939457 06262067 Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$0.00 0 Week: 10/29/12 11/04/12 -1----\$2,200.00 1 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM 2 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$3,000.00 1 Start/End Time Spot Ch Date Range Description <u>Weekdays</u> Length Rate <u>Type</u> 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu----:30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1----1 \$3,000.00 Week: 10/29/12 11/04/12 -1----\$3,000.00 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p -30 NM 1 \$7,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$7,000.00 1 ABC Prime College Footbal WISN 11/03/12 7-1030p 11/03/12 :30 NM 2 \$2,600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 ---2-2 \$1,300.00 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 \$450.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$225.00 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM 1 \$350.00 <u>Weekdays</u> Start Date **End Date** Spots/Week Rate Week: 10/22/12 10/28/12 1 -\$350.00 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$350.00 1 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 \$1,600.00 1 Week: 10/22/12 10/28/12 1 \$1,600.00 Week: 10/29/12 11/04/12 1 \$1.600.00 Week: 11/05/12 11/11/12 \$1,600.00 1 WISN 10/15/12 11/05/12 The View 10-11am :30 NM 4 \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$500.00 Week: 10/22/12 10/28/12 1----1 \$500.00 Week: 10/29/12 11/04/12 1 \$500.00 Week: 11/05/12 11/11/12 1 \$500.00 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----1 \$500.00 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12F :30 NM \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$225,00

(* Line Transactions: N = New, E = Edited, D = Deleted)

:30

NM

2

\$1,000.00

\$225.00

\$225.00

\$225.00

<u>Rate</u>

3-4p

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 11/05/12

Week: 11/05/12

Week: 10/22/12

Week: 10/29/12

Week: 11/05/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

WISN 11/06/12

WISN 10/22/12

WISN 10/08/12

Start Date

Start Date

Start Date

11/11/12

End Date

11/11/12

End Date

10/28/12

11/04/12

11/11/12

End Date

10/14/12

10/21/12

10/28/12

11/04/12

11/06/12

11/05/12

11/05/12

1----

<u>Weekdays</u>

Weekdays

1-----

1----

1----

Weekdays

1----

News M-F 6a

Entertainment Tonight

Good Morning America

Spots/Week

Spots/Week

1

1

1

Spots/Week

1

1

1

1

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/18/12 / 10/18/12

Spots/

:30

:30

:30

NM

NM

NM

3

5

\$1,000.00

\$2,550.00

\$5,000.00

*Line Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1----\$500.00 Week: 11/05/12 11/11/12 1----\$500.00 1 WISN 11/06/12 11/06/12 3-4p 3-4p •30 NM \$500.00 1 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1---\$500.00 1 54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM \$1,200.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 1----\$600.00 1 Week: 11/05/12 11/11/12 \$600.00 1 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$1,000.00 Week: 10/22/12 10/28/12 1-----1 \$1,000.00 Week: 10/29/12 11/04/12 1----1 \$1,000.00 Week: 11/05/12 11/11/12 1 \$1,000.00 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM \$1,400.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$350.00 10/28/12 Week: 10/22/12 1----1 \$350.00 Week: 10/29/12 11/04/12 1_ 1 \$350.00 Week: 11/05/12 11/11/12 1-1 \$350.00 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1----1 \$1,200.00 Week: 10/15/12 10/21/12 1----1 \$1,200.00 Week: 10/22/12 10/28/12 1----1 \$1,200.00 Week: 10/29/12 11/04/12 1----1 \$1,200.00 Week: 11/05/12 11/11/12 1----\$1,200.00 WISN 10/15/12 11/05/12 News M-F 6a :30 NM \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1----\$1,000.00 1 Week: 10/22/12 10/28/12 1----1 \$1,000.00 Week: 10/29/12 11/04/12 1-----1 \$1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$1,000.00

\$1,000.00

630p-7pm

Rate

Rate

\$850.00

\$850.00

\$850.00

\$1,000.00

\$1,000.00

\$1,000.00

\$1,000.00

Rate

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 9 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

Spots/

*Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 1-----\$1,000.00 1 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM 1 \$1,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$1,000.00 1 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$450.00 Week: 10/22/12 10/28/12 1-----1 \$450.00 Week: 10/29/12 11/04/12 1----1 \$450.00 Week: 11/05/12 11/11/12 1----1 \$450.00 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$1,000.00 1 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM 1 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --5-\$1,500.00 1 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM \$3,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --T---1 \$3,000.00 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TF--\$350.00 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-1 \$250.00 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM 1 \$200.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 1 \$200.00 WISN 10/04/12 70 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--\$400.00 2 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM 1 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--1 \$1,500.00 10/06/12 WISN 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035_I :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$250.00 1

Totals 351 \$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	251	\$232,100.00	\$197,285.00		
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00		
Totals	351	\$321,300.00	\$273,105.00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revi	sion	Alt Order #
	939457 /	9	06262067
Contract Dates	Product		Estimate #
10/02/12 - 11/06/12	DSCC-IE		1533
Advertiser Democratic Senatorial	l Ca	i	ginal Date / Revision 10/18/12 / 10/18/12

Signature: Date:	
------------------	--

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	vision	Alt Orde	r#
	939457	/ 10		
Deaduat	303437	7 10	0020200	
Product				***
DSCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	1533			
Advertiser	****		Original Da	te / Revision
Democratic Senatorial Ca	ımpaign Com	mittee		/ 10/24/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	ast	Cash
:	Station	Accour	nt Executive	Sales Office
	WISN	Will Hil	debrandt	HRP -Washingt
	Special Hand	ling		<u> </u>
	<u>Demographic</u>			
	Adults 35+			
	IDB#	Adverti	ser Code	Product Code
	8091	49		53
	Agency Ref		Advertis	er Ref

*Line Ch Start Date End Date Description		Ctant/End Time	5		Spot				
		Start/End Time	Days	Length		k Rate	Type	Spots	Amount
5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5. 1 5		2-3pm/1-2p		:3	0		NM	10	\$3,500.00
1010-1-1010-110	<u>/vveeк</u> 2	<u>Rate</u> \$350.00							
Week: 10/08/12 10/14/12 -TWTF 2		\$350.00 \$350.00					Ī		
Week: 10/15/12 10/21/12 -TWTF 2		\$350.00 \$350.00							
Week: 10/22/12 10/28/12 -TWTF 2		\$350.00							
Week: 10/29/12 11/04/12 -TWTF 2		\$350.00							
N 2 WISN 10/02/12 11/02/12 Late News 10PM									
Start Date End Date Weekdays Spots/		10-1030p Rate		:31	0		NM	12	\$19,200.00
Week: 10/01/12 10/07/12 -TWTF 2		\$1,600.00							
Week: 10/08/12 10/14/12 -TwTF 2		\$1,600.00							
Spot Ch Date Range Description		Start/End Time	Weekday	م ا ہ	ngth	Rate	Type		
3 WISN 10/08/12-10/14/12 Late News 10PM		10-1030p	-TuWThF		:30	\$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					.00	Ψ1 ,000.00	10101		
4 WISN 10/08/12-10/14/12 Late News 10PM		10-1030p	-TuWThF		:30	\$1,600,00	NM		
See MG 23.7,23.8,23.9,23.10		•				07,000.00	, , , , , ,		
Week: 10/15/12	1	\$1,600.00							
Week: 10/22/12 10/28/12 -TWTF 3	3	\$1,600.00							
Spot Ch Date Range Description		Start/End Time	Weekday	s <u>Le</u>	<u>ngth</u>	Rate	<u>Type</u>		
10 WISN 10/22/12-10/28/12 Late News 10PM		10-1030p	-TuWThF		:30	\$1,600.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,3 Week: 10/29/12 11/04/12 -TWTF A							ı		
1111		\$1,600.00							
N 3 WISN 10/02/12 11/02/12 The View		10-11am		:30)		NM	10	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/N</u> Week: 10/01/12 10/07/12 -TWTF 2		<u>Rate</u>						. •	00,000,00
Maria dell'ella		\$500.00							
	!	\$500.00							
		Start/End Time	<u>Weekday</u>		<u>ngth</u>	Rate	Type		
3 WISN 10/08/12-10/14/12 The View		10-11am	-TuWThF		:30	\$500 .00	NM		
See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View		40.44.	•					•	
See MG 11.15,11.16,11.17		10-11am	-TuWThF		:30	\$ 500.00	NM		
Week: 10/15/12 10/21/12 -TWTF 3	1	\$500.00					į		



Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description 5 WISN 10/15/12-10/21/12 The View	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	10-11am	-TuWThF :30 \$500.00	NM	
7 WISN 10/15/12-10/21/12 The View	4.14 10-11am	TUNES OF SECOND		
See MG 5.9,5.10,5.11	10-11ani	-TuWThF :30 \$500.00	NM	
Week: 10/22/12 10/28/12 -TWTF 3	\$500.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00			
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM 5	£4.750.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141 5	\$4,750.00
Week: 10/01/12 10/07/12 -TWTF 1	\$950.00			
Week: 10/08/12	\$950.00			
Week: 10/15/12	\$950.00			
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00			
	\$950.00			
	11p-1130p	:30	NM 9	\$8,150.00
Week: 10/01/12	<u>Rate</u> \$750.00			
Week: 10/08/12	\$750.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$750.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$750.00	NM	
See MG 5.9,5.10,5.11				
4 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$750.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3- 9 WISN 10/21/12-10/21/12 World News Tonight				
(b) MG for 3.7,13.6,13.7,5.3	*Sun 5-530p	St :30 \$1,500.00	NM	
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	St :30 \$1,500.00	A18.F	
(h) MG for 3.7,13.6,13.7,5.3	Фин о обор	36 .50 \$1,500.00	NM	
11 WISN 10/21/12-10/21/12 News Sun 7-9a	7- 9 am	St :30 \$650.00	NM	
⊕ MG for 3.7,13.6,13.7,5.3				
Week: 10/22/12 10/28/12 -TWTF 2	\$750.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$750.00			
6 WISN 10/02/12 11/02/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 14	\$3,150.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	Rate			70,700.00
Week: 10/01/12	\$225.00 \$225.00]	
Week: 10/15/12 10/21/12 -TWTF 3	\$225.00			
Week: 10/22/12	\$225,00			
Week: 10/29/12 11/04/12 -TWTF 4	\$225.00			
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	•20	174	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 8	\$2,400.00
Week: 10/08/12	\$300.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$300.00		J	
Week: 10/22/12 10/28/12 -TWTF 2	\$300.00			
Week: 10/29/12 11/04/12 -TwTF 2	\$300.00			
8 WISN 10/02/12 11/02/12 KATIE COURIC	M-F 2-3P	:30	NM 10	\$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate			+ .,555.55
Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 2	\$400.00		1	
Z IWIF Z	\$400.00		ĺ	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Week: 10/08/12

10/14/12

-TWTF--

3

 Contract / Revision
 Alt Order #

 939457 / 10
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/24/12 / 10/24/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Davs Length Week Rate Type Spots Amount Weekdays Start Date **End Date** Spots/Week Rate Week: 10/15/12 10/21/12 -TWTF--2 \$400.00 Week: 10/22/12 10/28/12 -TWTF ---2 \$400.00 11/04/12 Week: 10/29/12 -TWTF--2 \$400.00 WISN 10/02/12 11/02/12 3-4p :30 NM 10 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--2 \$500.00 Week: 10/22/12 10/28/12 -TWTF--2 \$500.00 Week: 10/29/12 11/04/12 -TWTF--2 \$500.00 WISN 10/02/12 11/02/12 DR. OZ 4P-5P -30 NM 10 \$6,000,00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 2 \$600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$600.00 Week: 10/15/12 10/21/12 -TWTF--2 \$600.00 Week: 10/22/12 10/28/12 -TWTF--2 \$600.00 Week: 10/29/12 11/04/12 -TWTF--2 \$600.00 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$15,200.00 Start Date End Date Weekdays Spots/Week Rate -TWTF--Week: 10/01/12 10/07/12 \$1,000.00 2 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 3 WISN 10/08/12-10/14/12 News M-F 5p 5-530pm -TuWThF---:30 \$1,000.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 News M-F 5p 5-530pm -TuWThF----:30 \$1,000.00 NM See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight M-Su 530-6p ----Th-----:30 \$3,000.00 NM MG for 13.5,11.3,11.4,3.4,3.3 16 WISN 10/13/12-10/13/12 College Football Game #1 11a-230 ---**--**-Sa--:30 \$700.00 NM MG for 13.5,11.3,11.4,3.4,3.3 17 WISN 10/12/12-10/12/12 Jimmy Kimmel 1130-1230a -----F----:30 \$500.00 NM MG for 13.5,11.3,11.4,3.4,3.3 Week: 10/15/12 10/21/12 -TWTE--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays Length Rate Туре 9 WISN 10/22/12-10/28/12 News M-F 5p 5-530pm -TuWThF----:30 \$1.000.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 11/04/12 -TWTF--3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--3 \$350.00 Week: 10/15/12 10/21/12 -TWTF--3 \$350.00 Week: 10/22/12 10/28/12 -TWTF--3 \$350.00 Week: 10/29/12 11/04/12 -TWTF--4 \$350.00 13 WISN 10/02/12 11/02/12 News M-F 6p 6-630pm .30 NM 10 \$12,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$1,200.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	0	Spot				
	Start/End Time	Days Length Wee	k Rate	TypeSpo	ts	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate					
5 WISN 10/08/12-10/14/12 News M-F 6p	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 11.15,11.16,11.17	6-630pm	-TuWThF :30	\$1,200.00	NM		
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Data	Tuna		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30	<u>Rate</u> \$1,200,00	<u>Type</u> NM		
See MG 5.9,5.10,5.11		.50	Ψ1,200:00	10101		
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF ;30	\$1,200,00	NM		
See MG 5.9,5.10,5.11			,===			
8 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30	\$ 1,200.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/22/12 10/28/12 -TwTF 3				1		
The state of the s	\$1,200.00			1		
	\$1,200.00			I		
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30		NM	15	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2	Rate					,
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00 \$1,000.00					
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			- 1		
Week: 10/22/12	\$1,000.00					
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00					
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	.00				
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	8	\$6,800.00
Week: 10/01/12 10/07/12 -TWTF 2	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Туре</u>		
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuwThF :30	\$850.00	NM		
See MG 23.6						
Week: 10/08/12 10/14/12 -TWTF 2	\$850.00					
Spot Ch Date Range Description 4 WISN 10/08/12-10/14/12 Entertainment Tonight	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 31.6	630p-7pm	-TuWThF :30	\$850.00	NM		
Week: 10/15/12	\$850.00					
Spot Ch Date Range Description	Start/End Time	Monkdaya	5.4			
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	Weekdays Length -TuWThF :30	Rate	<u>Type</u>		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	ι 14	-TuWThF :30	\$850.00	NM		
Week: 10/22/12	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
8 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	1.14			, , , , ,		
Week: 10/29/12 11/04/12 -TwTF 3	\$850.00					
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30		NM	21	\$21,000.00
Start Date End Date Weekdays Spots/Week	Rate					V21,000.00
Week: 10/01/12	\$1,000.00					
101a-la 4014 F140 40104440	\$1,000.00					
Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00 \$1,000.00					
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00					
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week	9-10am	:30		NM	14	\$6,300.00
Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$450.00					
	Ψ-00.00			ļ		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/08/12	\$450.00			
Week: 10/15/12	\$450.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00 \$450.00			
18 WISN 10/26/12 10/26/12 2020				
Start Date End Date Weekdays Spots/Week	Fri 9-10p Rate	:30	NM 1	\$3,000.00
Week: 10/22/12 10/28/121 1	\$3,000.00		:	
N 19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM 4	#20 000 00
Start Date End Date Weekdays Spots/Week	Rate	.00	NM 4	\$20,000.00
Week: 10/08/12 10/14/12 1 1	\$5,000.00			
Week: 10/15/12 10/21/12 1 1	\$5,000.00		:	
Week: 10/22/12 10/28/12 1 1	\$5,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M :30 \$ 5,000.00	NM	
See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing	44 7.0-			
® See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	Mon 7-8p	M :30 \$5,000.00	NM	
Week: 10/29/12 11/04/12 1 1	4.14 \$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00		i i	
N 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 0	\$0.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M:30 \$4,000.00	NM	
Credited				
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
Spot Ch Date Range Description 2 WISN 10/29/12-11/04/12 Castle	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	Mon 9-10p	M- :30 \$4,000.00	NM	
21 WISN 10/06/12 11/03/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	10-1035p	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		l	
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		11111	\$0,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$6,500.00	NM	
See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER	220- 6-			
2 WISN 10/06/12-10/06/12 College Football BADGER (f) MG for 22.1 10/13	230p-6p	Sa :30 \$6,500.00	NM	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	•20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 8	\$8,250.00
Week: 10/01/12 10/07/121- 1	\$500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television includes not discriminate in the sale of advertising time, and will accept to advertising which is placed with an ideal to discriminate on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable on the horizon or applicable or app



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*line Ch Ctart D				_		Spo	ts/			
*Line Ch Start D				Start/End Time	Days Le	ength Wed	ek Rate	Type S	pots	Amount
	End Date Range	Weekdays	Spots/Week	Rate						
		Description /12 News Sa 6		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
See MG 23.		112 IVEWS SA D	p-630p	6-630pm	Sa-	:30	\$500.00	NM		
		/12 Late News	1030DM	1020- 11-	versional —					
⊕ MG for 15.1,		Late News	TOSOF WI	1030p-11p	MTuWThF	:30	\$1,350.00	NM		
	10/14/12	1-	1	\$500.00						
	Range	Description	•	Start/End Time	<u>Weekdays</u>	Lanath	D-1-	_		
		/12 News Sa 6		6-630pm	Sa-	<u>Length</u>	Rate	<u>Type</u>		
See MG 23.1	7,23.8,23.9	.23.10	μουρ	0-000pm	3 a-	:- :30	\$50 0.00	NM		
7 WISN 10/1	0/12-10/12/	12 Late News	1030PM	1030p-11p	WThF	:30	\$1,500.00	NM		
MG for 25.2,	2.4,27.1,27	.2,2.3,23.2			******	.50	ψ1,500.00	INIV		
8 WISN 10/1	0/12-10/12/	12 Late News	1030PM	1030p-11p	WThF	:- :30	\$1,500.00	NM		
MG for 25.2,				• •			41,000.00	14141		
9 WISN 10/1	0/12-10/12/	12 Late News	1030PM	1030p-11p	WThF	- :30	\$1,500.00	NM		
	2.4,27.1,27	.2,2.3,23.2					,	'''''		
10 WISN 10/1:			car	M-Su 6-1030PM	sa-	:30	\$900.00	NM		
	10/21/12	1-	1	\$500.00				İ		
	10/28/12	1-	1	\$500.00						
	11/04/12	1-	1	\$500.00						
24 WISN 10/13/12				456-6AM		:30		NM	4	\$800.00
	End Date	Weekdays	Spots/Week	<u>Rate</u>					•	Ψ000.00
	10/14/12	1-	1	\$200.00						
	10/21/12 10/28/12	1- 1-	1	\$200.00						
	11/04/12	1-	1	\$200.00						
			11	\$200.00						
N 25 WISN 10/06/12				6-630pm		:30		NM	3	\$2,100.00
	<u>End Date</u> 10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	10/07/12	1-	1	\$700.00						
	Range	_ =	•	\$700.00	144 4 1					
		Description 12 News Sa 6		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
See MG 23.7	7 23 <i>8</i> 23 a	12 NGWS SA UL 23 10	0-030p	6-630pm	Sa-	- :30	\$700.00	NM		
	10/21/12	1 -	1	\$700.00				ı		
	Range	Description	,	Start/End Time	Weekdavs	Longth	Dete	.		
		12 News Sa 6	n-630n	6-630pm	Sa-	<u>Length</u> - :30	Rate	<u>Type</u>		
		34.9,34.10,34.11		1.14		50	\$700.00	NM		
	10/28/12	1-	1	\$700.00						
Week: 10/29/12 1	11/04/12	1-	1	\$700.00						
26 WISN 10/06/12	11/03/12	2 Sat GMA		6-7a		:30			_	
Start Date E	End Date	Weekdays	Spots/Week	Rate		.30		NM	5	\$3,000.00
	10/07/12	1-	1	\$600.00				- 1		
Week: 10/08/12 1	10/14/12	1-	1	\$600.00				ı		
	10/21/12	1-	1	\$600.00				1		
Week: 10/22/12 1	10/28/12	1-	1	\$600.00						
Week: 10/29/12 1	11/04/12	1 -	1	\$600.00						
27 WISN 10/20/12	11/03/12	2 SA 630-7p		630p-7p		:30			-	_
Start Date E	End Date	Weekdays	Spots/Week	Rate		.30		NM	0	\$0.00
	0/21/12	1-	1	\$500.00						



Alt Order # Contract / Revision 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time		Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	Rate Start/End Time 630p-7p	<u>Weekdays Length Rate</u> Sa :30 \$500.00	Type NM	, anount
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121- 1 Spot Ch Date Range Description 2 WISN 10/29/12-11/04/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	\$0.00 \$500.00 <u>Start/End Time</u> 630p-7p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$500.00	<u>Type</u> NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1	630-7p <u>Rate</u> \$1,000.00	:30	NM 3	\$2,000.00
Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 Sat 630-7p See MG 28.3,28.4	Start/End Time 630-7p	Weekdays Length Rate Sa :30 \$1,000.00	<u>Type</u> NM	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel ⊕ MG for 28.1 10/13	1130-1230a	-TuwThF :30 \$500.00	NM	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a \$0.00	-TuWThF :30 \$500.00	ММ	
Week: 10/22/12 10/28/121- 1 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal	\$1,000.00			
Start Date End Date Weekdays Spots/Week	7-1030p <u>Rate</u> \$1,000.00 \$0.00 \$1,000.00	:30	NM 3	\$3,000.00
30 WISN 10/13/12 11/03/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week	7-9am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1 Week: 10/15/12 10/21/12 1- 1 Week: 10/22/12 10/28/12 1- 1 Week: 10/29/12 11/04/12 1- 1	<u>Rate</u> \$450.00 \$450.00 \$450.00 \$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM 5	\$8,850.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1 Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$1,600.00 \$1,600.00			v 5, 100.00
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 Late News 10pm	Start/End Time 10p-1030p	Weekdays Length Rate SL :30 \$1,600.00	<u>Type</u> <i>NM</i>	
See MG 31.6 6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M: :30 \$2,450.00	NM	
Week: 10/15/12 10/21/121 1	\$1,600.00			
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$1,600.00 \$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	1030p-11p Rate \$950.00 \$950.00 \$950.00 \$950.00	:30	NM 4	\$3,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

*Line Ch Start Date End Date Description	Start/End Time	Days Len	Spo gth We		TypeS	nots	Amount
Start Date End Date Weekdays Spots/Week	Rate		g 110	on rate	Typeo	pots	Amount
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM		:30		N/A		
Start Date End Date Weekdays Spots/Week	Rate		.50		NM	4	\$800.00
Week: 10/08/12 10/14/121 1	\$200.00				l		
Week: 10/15/12 10/21/121 1	\$200.00						
Week: 10/22/12 10/28/121 1	\$200.00						
Week: 10/29/12 11/04/121 1	\$200.00						
N 34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p		:30		NM	13	\$23,650.00
Start Date End Date Weekdays Spots/Week	Rate				,	10	Ψ20,000.00
Week: 10/01/12 10/07/121 1	\$500.00						
Week: 10/08/12 10/14/121 1	\$500.00						
Week: 10/15/12 10/21/121 1	\$500.00						
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Туре</u>		
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p	St	:30	\$500.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 6 WISN 10/29/12-11/02/12 3-4p		remained as					
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	3-4p	MTuWThF	:30	\$1,350.00	NM		
7 WISN 10/25/12-10/25/12 LastResort	7,46.1,3.5,5.4,20.2,3 Thu 7-8p	04.3 Th	:30	#3 400 00			
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	5 46 1 3 5 5 4 20 2 3	843	.30	\$3,400.00	NM		
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	5.46.1.3.5.5.4.20.2.3	34.3	.00	Ψ1,270.00	INIVI		
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	5,46.1,3.5,5.4,20.2,3	34.3		* ",= " = " = "			
10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWAF	RE7-10PM	Th	:30	\$12,000.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6					1		
11 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11F		:30	\$250.00	NM		
⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6							
12 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11F	P-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 13 WISN 10/29/12-11/02/12 Jimmy Kimmel							
(b) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	1130-1230a / 11F	'-MIUWIN:	:30	\$250.00	NM		
14 WISN 10/28/12-10/28/12 Late News Rotation	%,40.1,3.5,5.4,20.2,3 M-F/Su 10p-11p/		:30	¢1 600 00	NIA		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	3 46 1 3 5 5 4 20 2 3	34	.50	\$1,600.00	NM		
Week: 10/22/12 10/28/121 1	\$500.00	74.0					
Week: 10/29/12 11/04/121 1	\$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a		:30			_	
Start Date End Date Weekdays Spots/Week	Rate		.50		NM	5	\$2,000.00
Week: 10/01/12	\$400.00						
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$2,500.00					•	Ψ2,300,00
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am		.20			_	
Start Date End Date Weekdays Spots/Week	Rate		:30		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00				ĺ		
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
					ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser		Original Date / Revision
Democratic Senatoria	l Ca	10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	Ct	Spo				
	Start/End Time	Days Length We	ek Rate	Type Sp	oots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/22/12 10/28/121 1	<u>ek Rate</u> \$400.00					
Week: 10/29/12 11/04/121 1	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George						
Start Date End Date Weekdays Spots/We		:30		NM	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00					
Week: 10/15/12 10/21/120	\$0.00					
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121 1	\$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30		NM	3	£12 500 00
Start Date End Date Weekdays Spots/We	<u>ek</u> <u>Rate</u>			14141	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/08/12-10/14/12 DanceResults See MG 39.3,39.4	Tue 7-8p	-Tu :30	\$5,000.00	NM		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 0.0-					
® MG for 40.2,39.1	Tue 8-9p	-Tu: :30	\$5,000.00	NM.		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysi	s Tue 7-8p	-Tu :30	00 500 00			
⊕ MG for 40.2,39.1	o rue r-op	-Tu :30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 -1 1	\$5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30		N/A 6		
Start Date End Date Weekdays Spots/We		.30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu:30	\$ 2,500.00	NM		
See MG 40.3			·			
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30	\$2,500.00	NM		
4 WISN 10/01/12-10/07/12 DWTS	T 7.0	_				
⊕ MG for 40.3 10/02	Tue 7-8p	-Tu: :30	\$2,500.00	NM		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	D.L.	_ [
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	Vveekdays Length	Rate	<u>Type</u>		
See MG 39.3,39.4	740 0 ор	1u30	\$ 2,500.00	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30			_	
Start Date End Date Weekdays Spots/Wee		:30		NM	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu:30	\$2,200.00	NM		
See MG 41.4				,		
4 WISN 10/01/12-10/07/12 Scandal ⊕ MG for 41.1 10/02	Thu 9-10p	Th :30	\$2,200.00	NM		
Minds 40/0040 And 414	**					
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00					
Spot Ch Date Range Description	\$2,200.00	IAL LI				
2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
Credited	Tue 9-10p	-Tu: :30	\$2,200.00	NM		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/12 -1 1	\$2,200.00					
				l l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

therwise, on contracts, insention orders, copy instructions of any correspondence when such committee above terms and conditions. Four weeks advance cancellation notice is required unless officed.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
N 42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> Rate	Type	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.00	<u>Type</u> <i>NM</i>	
Credited		130 \$0,000.00	14107	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00		l	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
2 WISN 10/22/12-10/28/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34. Week: 10/29/12 11/04/12 -1 1				
	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p	:30	NM 1	\$7,000.00
Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		.20	NIA 6	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ450.00
Week: 10/22/12 10/28/122 2	\$225.00			
N 46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	Rate			70.00
Week: 10/22/12 10/28/12 1 1 Spot Ch Date Range Description	\$350.00 Start/End Time	10/a aliafarra di unu	_	
1 WISN 10/22/12-10/28/12 General Hospital	Start/End Time 2-3pm/1-2p	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		M: :30 \$350.00	NM	
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	\$6,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		·····] -	Ψ0,400.00
Week: 10/15/12 10/21/12 1 1	\$1,600.00			
Week: 10/22/12	\$1,600.00			
Week: 11/05/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$1,600.00		ŀ	
	\$1,600.00			
N 49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	10-11am	:30	NM 3	\$1,500.00
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$500.00			
Week: 10/22/12 10/28/12 1 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
2 WISN 10/22/12-10/28/12 The View	10-11am	M:30 \$500.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34			l	
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$500.00		ı	
	\$500.00			
50 WISN 11/06/12 11/06/12 The View Start Date End Date Weekdays Spots/Week	10-11am	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$500.00		l	
51 WISN 10/15/12 11/05/12 ANDERSON COOPER		.20		
THOUSE THOUSE AND ENGOGER	M-F 11A-12P	:30	NM 4	\$900.00



	939457 / 10	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start	Data End F	Date Description		01-11-17	_	Spots/		11111		
Start Date				Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	i	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29	/12 11/05/	12 3-4p		3-4p		:30		NIN A	_	
Start Date	End Date	Weekdays	Spots/Week	Rate		.ou		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00				ŀ		
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1 4 1 4 1		\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00				1		
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	Ψ1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15/		12 News M-F	•	5-530pm		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/13/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00				1		
56 WISN 10/15/										
Start Date	End Date	12 News M-F Weekdays	oa Spots/Week	5-6A		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	<u>300(5/VVeek</u> 1	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00				1		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/	12 11/05/1	12 News M-F	6p	6-630pm		:30		NM	5	¢6 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		INIVI	b	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	T	1	\$1,200.00						
58 WISN 10/15/				6-7A		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week 1	Rate				1		
Week: 10/13/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00 \$1,000.00						
59 WISN 11/06/			•							
	End Date	Weekdays	Spots/Week	6-7A Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22/	12 11/05/1	2 Entertainme	ent Tonight	630p-7pm		:30		NM	2	\$1,700.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				- 1	4	Ψ1,700,00
Week: 10/22/12	10/28/12	1	1	\$850.00				[
	e Range	<u>Description</u>	1	Start/End Time	<u>Weekday</u>		<u>Rate</u>	<u>Туре</u>		
		12 Entertainm		630p-7pm	M	:30	\$850.00	NM		
346 ING 34	.0,34.7,34.8,	.34.9,34.10,34.1	1,34.12,34.13,34	7.74				1		



Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

Totals

345

\$321,300.00

*line Ol OL ID F 10 D 14	_	Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$850.00				
Week: 11/05/12 11/11/12 1 1	\$850.00				
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM	5	\$E 000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	14141	Ü	\$5,000.00
Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00 \$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	4	£4 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	EAIAL	1	\$1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate				
Week: 10/22/12 10/28/12 1 1	\$450.00 \$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00				
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	MM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14141	ı	\$1,000.00
Week: 10/01/12 10/07/125- 1	\$1,000.00				
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week	630-7p, 6-630p	:30	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125- 1	<u>Rate</u> \$1,500.00				
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30			
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	Rate				4000.00
	\$350.00				
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM <u>Rate</u>	:30	NM	1	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00				
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	4	#200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	INIVI	1	\$200.00
Week: 10/01/12 10/07/12S 1	\$200.00				
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	<u>Rate</u> \$400.00				
71 WISN 10/04/12 10/05/12 Nightline		.00			
Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM	1	\$1,500.00
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	1 :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate		1.4141	1	Ψ230.00
Week: 10/01/12 10/07/12S- 1	\$250.00				



	939457 /	sion 10	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533	
Advertiser Democratic Senatoria	I Ca	- 1	ginal Date / Revision 10/24/12 / 10/24/12	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	239	\$219,450.00	\$186,532.50
10/29/12 -11/06/12	106	\$101,850.00	\$86,572.50
Totals	345	\$321,300.00	\$273,105.00

Signature:	Date	:

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	ision	Alt Order #	
	939457	/ 11	06262067	
Product				
SCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	1533			
Advertiser			Original Date	/ Revision
Democratic Senatorial Ca	ımpaign Com	mittee	10/29/12	/ 10/29/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	cast	Cash
	Station	Accou	nt Executive	Sales Office
	WISN	Will Hi	ldebrandt	HRP -Washingt
	Special Handl	<u>ling</u>		
	Demographic			
	Adults 35+			
	IDB#	Adver	iser Code	Product Code
	8091	49		53
	Agency Ref		Advertise	r Ref

Spots/

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week F	ate Type Spots	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM 9	\$3,150.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00			
Week: 10/08/12	\$350.00]	
Week: 10/15/12	\$350.00			
Week: 10/22/12 10/28/12 -TWTF 2	\$350.00		_	
Spot Ch Date Range Description	Start/End Time		Rate <u>Type</u>	
8 WISN 10/22/12-10/28/12 General Hospital	2-3pm/1-2p	-тиwтhғ :30 \$35	0 .00 NM	
See MG 45.3,45.4,45.5				
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00			
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM 11	\$17,600.00
Start Date	<u>Rate</u>			
Week: 10/01/12 10/07/12 -TWTF 2	\$1,600.00			
Week: 10/08/12	\$1,600.00		<u>.</u>	
Spot Ch Date Range Description	Start/End Time		Rate Type	
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,60	0.00 NM	
See MG 23.7,23.8,23.9,23.10	40 4000		0.00	
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-тиwтhғ :30 \$ 1,60	0.00 NM	
See MG 23.7,23.8,23.9,23.10	£4 COO OO			
Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00			
10000. 1072272	\$1,600.00	Meskdova Longth	Rate <u>Type</u>	
Spot Ch Date Range Description	Start/End Time	Weekdays Length -TuWThF :30 \$1.60		
10 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	- iuwiiii50 \$ 1,00	9.00	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 11 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30 \$4.66	0.00 NM	
See MG 45,3,45,4,45.5	10-1030p	- 1001111	····	
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00			
3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM 10	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00		45,000.00
Week: 10/01/12	\$500.00			
Week: 10/08/12 10/14/12 -TWTF 2	\$500.00			
**************************************			•	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order # Contract / Revision 939457 06262067

Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
3 WISN 10/08/12-10/14/12 The View	10-11am	-тиwThF :30 \$ 500.00	NM	
See MG 11.15,11.16,11.17				
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17	#E00.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00	Manual Lands Data	Tuna	
Spot Ch Date Range Description 5 WISN 10/15/12-10/21/12 The View	Start/End Time	Weekdays Length Rate -TuwThF :30 \$500.00	<u>Type</u> NM	
See MG 34.6.34.7.34.8.34.9.34.10.34.11.34.12.34.13.34	10-11am	-TuwThF :30 \$500.00	14141	
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$500:00	NM	
See MG 5.9,5.10,5.11	ro rrain	.30 \$600.00	,,,,,,	
Week: 10/22/12 10/28/12 -TWTF 3	\$500.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00		1	
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM 5	£4.750.00
Start Date End Date Weekdays Spots/Week	Rate	.30	14141 2	\$4,750.00
Week: 10/01/12 10/07/12 -TWTF 1	\$950.00			
Week: 10/08/12 10/14/12 -TWTF 1	\$950.00			
Week: 10/15/12 10/21/12 -TWTF 1	\$950.00			
Week: 10/22/12 10/28/12 -TWTF 1	\$950.00		l	
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00			
5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30	NM 9	\$8,150.00
Start Date End Date Weekdays Spots/Week	Rate	.00	,,,,,,	40,100.00
Week: 10/01/12 10/07/12 -TWTF 1	\$750.00			
Week: 10/08/12	\$750.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$750.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$750:00	NM	
See MG 5.9,5.10,5.11				
4 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$ 750.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3-				
9 WISN 10/21/12-10/21/12 World News Tonight	*Sun 5-530p	St :30 \$1,500.00	NM	
MG for 3.7,13.6,13.7,5.3 Modeld Name Tanials	*C E E20	C: :00 C1 F00 00	NINA	
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	St :30 \$1,500.00	NM	
⊕ MG for 3.7,13.6,13.7,5.3 11 WISN 10/21/12-10/21/12 News Sun 7-9a	7-9am	St :30 \$650.00	NM	
(f) MG for 3.7,13.6,13.7,5.3	7-3 a 111	3€ .50 \$050.00	INIVI	
Week: 10/22/12 10/28/12 -TWTF 2	\$750.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$750.00			
6 WISN 10/02/12 11/02/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 14	\$3,150.00
Start Date End Date Weekdays Spots/Week			,	Ψ0,100.00
Week: 10/01/12 10/07/12 -TWTF 2	\$225.00			
Week: 10/08/12 10/14/12 -TwTF 2	\$225.00		I	
Week: 10/15/12 10/21/12 -TWTF 3	\$225.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$225.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$225.00		1	
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	:30	NM 8	\$2,400.00
Start Date	<u>Rate</u>			
Week: 10/08/12	\$300.00			
Week: 10/15/12	\$300.00			

Alt Order# Contract / Revision 939457 06262067 / 11

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount	
Week: 10/22/12 10/28/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.0 Start Date End Date Weekdays Spots/Week Rate *** </td <td>ıt</td>	ıt
Week: 10/29/12 11/04/12 -TwTF 2 \$300.00	
8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.0 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/15/12 10/28/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2	
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p 30 NM 10 \$5,000.0 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	
Week: 10/01/12 10/07/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	00
Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.0 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	
Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.0 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	
Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p :30 NM 10 \$5,000.00 Start Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	
Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	
9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date	
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	nn
Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	JU
Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	
Week: 10/22/12	
Week: 10/29/12 11/04/12 -TWTF 2 \$500.00	
10 MICN 10/03/12 11/03/12 DP 07 4P 5P 30 NM 10 \$6 000	
10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM ■ 10 \$6,000.0	00
Start Date	
Week: 10/01/12	
Week: 10/08/12	
Week: 10/15/12	
Week: 10/22/12 10/28/12 -TWTF 2 \$600.00	
Week: 10/29/12	
11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$15,200.0	00
<u>Start Date </u>	
Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type	
3 WISN 10/08/12-10/14/12 News M-F 5p 5-530pm -TuWThF :30 \$1,000.00 NM	
See MG 11.15,11.16,11.17	
4 WISN 10/08/12-10/14/12 News M-F 5p 5-530pm -TuWThF :30 \$ 1,000.00 NM	
See MG 11.15,11.16,11.17	
15 WISN 10/11/12-10/11/12 World News Tonight M-Su 530-6pTh :30 \$3,000.00 NM ♠ MG for 13.5,11.3,11.4,3.4,3.3	
16 WISN 10/13/12-10/13/12 College Football Game #1 11a-230Sa :30 \$700.00 NM	
(h) MG for 13.5,11.3,11.4,3.4,3.3	
17 WISN 10/12/12-10/12/12 Jimmy Kimmel 1130-1230aF :30 \$500.00 NM	
® MG for 13.5,11.3,11.4,3.4,3.3	
Week: 10/15/12	
Week: 10/22/12	
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type</u>	
9 WISN 10/22/12-10/28/12 News M-F 5p 5-530pm -TuWThF :30 \$1,000.00 NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14	
Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00	
12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.	00
<u>Start Date </u>	
Week: 10/08/12 10/14/12 -TWTF 3 \$350.00	
Week: 10/15/12 10/21/12 -TWTF 3 \$350.00	

Contract / Revision Alt Order# 939457 06262067

Contract Dates <u>Product</u> Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

Signt Date Signt Date Meekidays Spots/Week Sa55.00	*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Typo Spe	,to	Amount
Week: 10/22/12 10/22/12 -TruffF 3 3530.00 Week: 10/22/12 11/02/12 Name NF-6p 6-830pm :30 NM 9 \$10,800.00 Start Date End Date End Date Members Spot Ch Date Range Spot Ch Date Range Description Start/End Time 5 1,200.00 Weekdays Length Rate Type 5 MSN 1/07/512 10/21/12 -TWFF			Days Length Week Rate	Type Spc	113	Amount
Week: 10/26/12						
N 13 WISN 10/02/12 11/02/12 Week-Mark F6p G-630pm S10,000.00 Start/End Time Start/End						
Signt Date End Date Meekdays SobsWeek Rate Week (1001/12 1001/12 - TVITF- 3 \$1,200.00			-20	NINA	0	£10 900 00
Week: 1001/1/2 1007/12 -TutFF 2 \$1,200.00 Week: 1006/01/2 1006/01/2 -TutFF 3 \$1,200.00 Spot Ch Date Range Description StartEnd Time Weekdays Length Rate Type 6 MSNN 10/08/12-1014/12 -TutFF 3 \$1,200.00 StartEnd Time Weekdays Length Rate Type Spot Ch Date Range Description StartEnd Time Weekdays Length Rate Type Spot Ch WiSN 10/16/12-10/21/12 -New Mr-F 6p 6-630pm -TutFF		•	.50	MIN	3	\$10,600.00
Sept Ch Date Range Description Start/End Time G-630pm TuWThF						
See MG 11.51.11 61.17 17 17 17 17 17 17 17	Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00		1		
See MG 11,15,11,16,11,17 Week 11/15/12 International Properties Start/End Time Start/End Time October Start/End Time October Start/End Time October Start/End Time October Start/End Time October Start/End Time October Start/End Time October Start/End Time October Start/End Time October Start/End Time October	Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
Spot Ch	5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 \$ 1,200.00	NM		
Spot Ch	, ,					
6 WISN 10/15/12-10/21/12 News M-F 6p 6-630pm -TuwThF :30 \$4,200.00 NM See MG 5,9,5.10,5.11 7 WISN 10/15/12-10/21/12 News M-F 6p 6-630pm -TuwThF :30 \$4,200.00 NM See MG 5,9,5.10,5.11 8 WISN 10/15/12-10/21/12 News M-F 6p 6-630pm -TuwThF :30 \$4,200.00 NM See MG 34,6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/22/12 Description Start/End Time Meekdays Length Rate Type 11 WISN 10/22/12-10/28/12 News M-F 6p 6-630pm -TuwThF :30 \$4,200.00 NM See MG 45.3,45.4,45.5 Week: 10/22/12 11/02/12 News M-F 6p 6-630pm -TuwThF :30 \$4,200.00 NM See MG 45.3,45.4,45.5 Week: 10/29/12 11/02/12 News M-F 6p 6-630pm -TuwThF :30 \$4,200.00 NM See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 -TwTF 3 \$1,200.00 NM See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 -TwTF 2 \$1,000.00 NM See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 -TwTF 3 \$1,000.00 NM See MG 20.12 11/04/12 -TwTF 3 \$1,000.00 NM See MG 20.12 11/04/12 -TwTF 3 \$1,000.00 NM See MG 20.12 11/04/12 -TwTF 3 \$1,000.00 NM See MG 20.12 11/04/12 -TwTF 3 \$1,000.00 NM See MG 20.12 11/04/12 -TwTF 4 \$1,000.00 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 20.6 NM See MG 31.6 Week: 10/15/12 10/21/12 Entertainment Tonight See MG 31.6 Week: 10/15/12 10/21/12 -TwTF 3 \$850.00 See MG 20.6 NM See MG 31.6 Week: 10/15/12 10/21/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/22/12 10/24/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/22/12 10/24/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/22/12 10/24/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/22/12 10/24/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/22/12 10/24/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/22/12 10/24/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/22/12 10/24/12 -TwTF 3 \$850.00 NM See MG 31.6 Week: 10/22/12 10/24		•				
See MG 5,9,5.10,5.11						
TWISN 10/15/12-10/21/12 News M-F 6p 6-630pm	•	6-630pm	-TuwThF :30 \$1,200.00	NM		
See MG 65,9,5,10,5,11 News M-F 6p	· ,	6 630pm	-TubThE :30 \$1,200,00	N/AA		
8 WISN 10/15/12-10/21/12 News M-F 6p 6-630pm -TuWThF :30 \$4,200-00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TWTF 3 \$1,200.00 Start/End Time Weekdays Length Rate Type 1/1 WISN 10/22/12-10/28/12 News M-F 6p 6-630pm -TuWThF :30 \$4,200-00 NM See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 -TWTF 3 \$1,200.00 NM See MG 45.3,45.4,45.5 Week: 10/29/12 11/02/12 News M-F 6a Weekdays End Date Weekdays End Date Weekdays TwTF 3 \$1,000.00 NM See MG 45.0 NM NM See MG 45.0	•	о-озорт	-14WIIIP30 \$1,200.00	IVIVI		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14		6-630pm	-TuWThE :30 \$1.200.00	NM		
Neek: 10/22/12 10/28/12 -TWTF 3 \$1,200.00 Start/End Time Weekdays Length Rate Type See MG 45.3,45.445.5 Week: 10/29/12 11/04/12 -TWTF 3 \$1,200.00 S1	•	•		, , , , ,		
11 WISN 10/22/12-10/28/12 News M-F 6p 6-630pm	, , , , , , , , , , , , , , , , , , , ,					
New Note N	Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
Week: 10/02/12		6-630pm	-TuWThF :30 \$1,200.00	NM		
14 WISN 10/02/12 11/02/12 News M-F 6a 6-7A 30 NM 15 \$15,000.00						
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00	Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00		·		
Week: 10/08/12 10/07/12 TWTF 2 \$1,000.00		6-7A	:30	NM	15	\$15,000.00
Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 4 \$1,000.00 15 WISN 10/02/12 11/02/12 Entertainment Tonight 630p-7pm :30 NM 8 \$6,800.00 Start Date End Date Weekdays Spots/Week Rate Rate Week: 10/01/12 NM 8 \$6,800.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 \$850.00 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 \$850.00 \$850.00 NM Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type						
Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/02/12 -TWTF 4 \$1,000.00 15 WISN 10/02/12 11/02/12 Entertainment Tonight 630p-7pm :30 NM 8 \$6,800.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 3.6 Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 S850.00 NM Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 31.6 SativEnd Time Weekdays Length Rate Type 6 WISN 1		· ·		Į.		
Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 4 \$1,000.00 15 WISN 10/02/12 11/02/12 Entertainment Tonight 630p-7pm :30 NM 8 \$6,800.00 Start Date Start Date Nov1/12 End Date Weekdays Spot Spot Spot Spot Spot Spot Spot Spot		•				
Week: 10/29/12 11/04/12 -TWTF 4 \$1,000.00 15 WISN 10/02/12 11/02/12 Entertainment Tonight Start Date Weekdays 630p-7pm :30 NM 8 \$6,800.00 Week: 10/07/12 Individual Start Date Pange Description Weekdays Rate \$850.00 NM 8 \$6,800.00 Spot Ch Date Range Description See MG 23.6 Description Description Description Start/End Time Weekdays Length Rate Type Pate Range Description Start/End Time Weekdays Length Rate Type Pate Range Description Start/End Time Weekdays Length Rate Type Pate Range Description Start/End Time See MG 31.6 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 \$850.00 NM Spot Ch Date Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Start/End Time Pate Range Description Pate Range Description Start/End Time Pate Range Description Pate Range Description Pate Range Description Pate Range		•		i		
15 WISN 10/02/12 11/02/12 Entertainment Tonight 630p-7pm :30						
Start Date End Date Weekdays Spots/Week Rate			.30	NINA		#6 900 00
Week: 10/01/12 10/07/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 23.6 Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 31.6 Week: 10/15/12-10/21/12 -TWTF 3 \$850.00 Start/End Time Weekdays Length Rate Type 6 WISN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 <td></td> <td></td> <td>.50</td> <td>INIVI</td> <td>0</td> <td>Φ0,600.00</td>			.50	INIVI	0	Φ0,600.00
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 23.6 Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 Start/End Time Weekdays Length Rate Type 4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 S850.00 NM Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 6 WISN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM						
1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 23.6 Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 \$850.00 NM Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 6 WISN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM	Spot Ch Date Range Description		Weekdays Length Rate	Туре		
Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 Start/End Time Weekdays Length Rate Type 6 WISN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM	1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 4 W/SN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 Weekdays Length Rate Type 6 W/SN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 \$850.00 NM Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 W/SN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM	See MG 23.6					
4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 Section of the second of the		* * * * * * * * * * * * * * * * * * * *				
See MG 31.6 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 6 WISN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM						
Week: 10/15/12 10/21/12 -TWTF 3 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 6 WISN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM	_	630p-7pm	-TuWThF :30 \$850.00	NM		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 6 WISN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM		ድ ዋፍለ ለለ				
6 WISN 10/15/12-10/21/12 Entertainment Tonight 630p-7pm -TuwThF :30 \$850.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TwTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuwThF :30 \$850.00 NM			Monkdays Longth Data	Tuna		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/22/12 10/28/12 -TwTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuwThF :30 \$850.00 NM						
Week: 10/22/12 10/28/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuwThF :30 \$850.00 NM		. ,	,30 0000,00	14141		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuwThF :30 \$850.00 NM						
8 WISN 10/22/12-10/28/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM			Weekdays Length Rate	Type		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14	See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
Week: 10/29/12	Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America 7-9a :30 NM 21 \$21,000.00	16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00



 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/29/12 / 10/29/12

Spots/

						Spot	s/			
*Line Ch Start l	Date End D	ate Description	1	Start/End Time	Days	Length Wee	k Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				l		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/			KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				i		
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00				i		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26				Fri 9-10p		:30		NM	0	\$0.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$3,000.00	Manhala		D-4-	T		
	ate Range	Description		Start/End Time	Weekday		Rate	<u>Type</u>		
1 WISN 10	1/22/12-10/28 5.3,45.4,45.5			Fri 9-10p	F	: :30	\$ 3,000.00	NM		
19 WISN 10/08				Prime Other		:30		NM	4	\$30 DOD 00
Start Date	End Date	12 Dancing Weekdays	Spots/Week	Rate		.30		IAIAI	4	\$20,000.00
Week: 10/08/12	10/14/12	1	<u> </u>	\$5,000.00				l.		
Week: 10/15/12	10/21/12	1	1	\$5,000.00				l		
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
	ate Range	Description		Start/End Time	Weekday	s Length	Rate	<u>Type</u>		
3 WISN 10				Prime Other		:30	\$5,000.00	NM		
See MG 1		J								
6 WISN 10	7/22/12-10/28	1/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
See MG 3	4.6,34.7,34.8	3,34.9,34.10,34.1°	1,34.12,34.13,34	4.14						
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22	/12 10/29/	12 Castle		Mon 9-10p		:30		NM	0	\$0.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
	ate Range	Description		Start/End Time	Weekday		Rate	<u>Type</u>		
	0/22/12-10/28	1/12 Castle		Mon 9-10p	M	:30	\$4,000.00	NM		
Credited	44104140	1	4	£4.000.00						
Week: 10/29/12	11/04/12	1	1	\$4,000.00	10/a alcelar	1	Data	Tuna		
	ate Range	<u>Description</u>	l	Start/End Time	Weekda		Rate	<u>Type</u>		
	0/29/12-11/04		1 24 12 24 12 2	Mon 9-10p	M	:30	\$4,000.00	NM		
		3,34.9,34.10,34.1				.00		111.4	-	40 000 00
21 WISN 10/06				10-1035p		:30		NM	5	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
22 WISN 10/13		12 College For	otball Game #2	230p-6p		:30		NM	1	\$6,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			'	45,500.00
<u> </u>										

(* Line Transactions: N = New, E = Edited, D = Deleted)



 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/29/12 / 10/29/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1	<u>Rate</u> \$6,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	5a :30	\$ 6,500.00	NM	
See MG 22.2			*** ****		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30	\$6,500.00	NM	
(h) MG for 22.1 10/13	C C20	:30		NM 7	\$7,750.00
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm Rate	.30		14141 /	\$1,750.00
Week: 10/01/12 10/07/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00	NM	
See MG 23.6	4000- 44-	ATMETER (20	£4.250.00	N18.4	
6 WISN 10/01/12-10/07/12 Late News 1030PM → MG for 15.1,23.1	1030p-11p	MTuWThF :30	\$1,350.00	NM	
Week: 10/08/12 10/14/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00	NM	
See MG 23.7,23.8,23.9,23.10					
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	wThF :30	\$1,500.00	NM	
8 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	will50	\$1,500.00	INIVI	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	. ,				
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30	\$900.00	NM	
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2	0500.00				
Week: 10/15/12	\$500.00				
1100111 1011111111111111111111111111111	\$500.00 Start/End Time	Weekdays Length	Rate	Type	
Spot Ch Date Range Description 4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00	NM NM	
See MG 45.3,45.4,45.5	0-000pm	Ju .50	4000.00	14,47	
Week: 10/29/12 11/04/121- 1	\$500.00				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	· · · · · · · · · · · · · · · · · · ·	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/08/12 10/14/121- 1	\$200.00				
Week: 10/15/12 10/21/121- 1	\$200.00				
Week: 10/22/12 10/28/121- 1	\$200.00			i	
Week: 10/29/12 11/04/121- 1	\$200.00				
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm <u>Rate</u>	:30		NM 2	\$1,400.00
Week; 10/01/12 10/07/121- 1	\$700.00			İ	
Week: 10/08/12 10/14/121- 1	\$700.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM	
See MG 23.7,23.8,23.9,23.10					
Week: 10/15/12 10/21/121- 1	\$700.00	147 1 1 2 2	5 /	<u>_</u>	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
3 WISN 10/15/12-10/21/12 News Sa 6p-630p See MG 34.6.34.7.34.8.34.9.34.10.34.11.34.12.34.13.3	6-630pm	Sa :30	\$700.00	NM	
34. 12,34. 13,3 34. 10,34. 11,34. 12,34. 13,3	7.17			I	

(* Line Transactions: N = New, E = Edited, D = Deleted)



Week: 10/29/12

11/04/12

----1-

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 11 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

	L				
		Spots	s/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel		Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/121 1	\$700.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM	
See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/121- 1	\$700.00				
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	.20		NIA	00 000 00
Start Date End Date Weekdays Spots/Week	o-7a Rate	:30		NM 5	\$3,000.00
Week: 10/01/12 10/07/121 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00				
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121 1	\$600.00				
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30		NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/121- 1	\$500.00	1AtLideren Levelle	D.1.	-	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/15/12-10/21/12 SA 630-7p	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	630p-7p	Sa :30	\$500.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
2 WISN 10/29/12-11/04/12 SA 630-7p	630p-7p	Sa :30	\$500.00	NM	
See MG 23.7,23.8,23.9,23.10					
N 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30		NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/121- 1	\$1,000.00	10/	D-4-	T	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/08/12-10/14/12 Sat 630-7p	Start/End Time 630-7p	Weekdays Length	<u>Rate</u> \$1,000.00	<u>Type</u> <i>NM</i>	
See MG 28.3,28.4	030-7μ	3a30	\$1,000.00	10107	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	NM	
(f) MG for 28.1 10/13			*		
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	NM	
→ MG for 28.1 10/13					
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/121- 1	\$1,000.00	10/	D-1-		
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 2 WISN 10/22/12-10/28/12 Sat 630-7p	Start/End Time 630-7p	Weekdays Length	<u>Rate</u> \$1.000.00	<u>Type</u>	
See MG 45.3,45.4,45.5	03 <i>0-7</i> p	Sa :30	\$1,000.00	NM	
29 WISN 10/06/12 10/20/12 ABC Prime College Footba	J 7 1020n	.20		NM 3	#3 000 00
Start Date End Date Weekdays Spots/Week	Rate	:30		NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$1,000.00				
Week: 10/08/12 10/14/12 0	\$0.00				
Week; 10/15/12 10/21/122- 2	\$1,000.00				
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30		NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				. ,
Week: 10/08/12 10/14/121- 1	\$450.00				
Week: 10/15/12 10/21/121- 1	\$450.00				
Week: 10/22/12 10/28/121- 1	\$450.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$450.00



Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		S	pots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length V	Veek Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30		NM	5	\$8,850.00
Start Date End Date Weekdays Spots/Week	Rate			1		
Week: 10/01/12	\$1,600.00					
Week: 10/08/12	\$1,600.00 Start/End Time	Monkdova Longi	ih Data	Tuno		
2 WISN 10/08/12-10/14/12 Late News 10pm	10p-1030p	Weekdays Lengt	<u>th Rate</u> 80 \$1,600.00	<u>Type</u> NM		
See MG 31.6	10p-1030p		0 \$1,000.00	14141		
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M :3	0 \$2,450.00	NM		
⊕ MG for 31.2,15.4	•		. ,			
Week: 10/15/12 10/21/121 1	\$1,600.00					
Week: 10/22/12 10/28/121 1	\$1,600.00					
Week: 10/29/12 11/04/121 1	\$1,600.00					
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30		NM	4	\$3,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/08/12 10/14/121 1	\$950.00					
Week: 10/15/12 10/21/121 1	\$950.00					
Week: 10/22/12 10/28/121 1	\$950.00					
Week: 10/29/12 11/04/121 1	\$950.00					
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1	Rate					
Week: 10/08/12	\$200.00					
Week: 10/15/12 10/21/121 1	\$200.00 \$200.00					
Week: 10/29/12 11/04/121 1	\$200.00					
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30		NM	13	\$02 650 00
Start Date End Date Weekdays Spots/Week	Rate	.30		INIVI	13	\$23,650.00
Week: 10/01/12 10/07/121 1	\$500.00					
Week: 10/08/12 10/14/121 1	\$500.00					
Week: 10/15/12 10/21/121 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Leng	<u>th</u> <u>Rate</u>	<u>Type</u>		
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p	St ::	30 \$500.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3						
6 WISN 10/29/12-11/02/12 3-4p	3-4p		30 \$1,350.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 7 WISN 10/25/12-10/25/12 LastResort			00 400 00			
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	Thu 7-8p		30 \$3,400.00	NM		
8 WISN 10/29/12-11/02/12 DR. OZ	.0,46.1,3.5,5.4,20.2, 4P-5P		30 \$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			υς ψ1,213,00	14141		
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P		30 \$1,275.00	NM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	.6,46.1,3.5,5.4,20.2,		,			
10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWA	RE7-10PM	Th:	30 \$12,000.00	NM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	.6,46.1,3.5,5.4,20.2,	34.3				
11 WISN 10/29/12-11/02/12 Jimmy Kimmel			30 \$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15		4				
12 WISN 10/29/12-11/02/12 Jimmy Kimmel			30 \$250.00	NM		
 MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 WISN 10/29/12-11/02/12 Jimmy Kimmel 			30 \$250.00	NM		
(b) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			JU \$230.00	14141		
14 WISN 10/28/12-10/28/12 Late News Rotation			30 \$1,600.00	NM		
® MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15						
		-		•		



Contract / Revision	Alt Order#
939457 / 11	06262067
Product	Estimate #
DSCC-IE	1533
	939457 / 11 Product

Advertiser	Original Date / Revision					
Democratic Senatorial Ca	10/29/12 / 10/29/12					

*Line Ch Start Date End Date Description	Start/End Time	Spots Days Length Week		pe Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	2.11111				
Week: 10/22/12	\$500.00 \$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a				
Start Date End Date Weekdays Spots/Week		:30	ľ	VM 5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00				•
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12	\$400.00				
	\$400.00				
36 WISN 10/21/12 10/21/12 Once Start Date End Date Weekdays Spots/Week	Sun 7-8p	:30	1	VM 1	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$2,500.00	•		Ì	
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30		VM 5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1					,
Week: 10/08/12 10/14/121 1	\$400.00 \$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George S	tep930-1030am	:30			#2 040 00
Start Date		.00	ı	NIVI Z	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12	\$0.00				
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 1	\$0.00				
	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults Start Date End Date Weekdays Spots/Week	Tue 7-8p Rate	:30	1	MM 3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate T	уре	
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu :30		VM	
See MG 39.3,39.4					
3 WISN 10/08/12-10/14/12 DWTS Results ⊕ MG for 40.2,39.1	Tue 8-9p	-Tu :30	\$5,000.00	MM	
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30	\$2,500.00	MM	
⊕ MG for 40.2,39.1 Week: 10/15/12 10/21/12 0					
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 -1 1	\$0.00 \$5.000.00				
40 WISN 10/02/12 10/09/12 HappyEnd Start Date End Date Weekdays Spots/Week	Tue 8-9p	:30	ı	VM 1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate T	уре	
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu: :30		VM	
See MG 40.3					
3 WISN 10/01/12-10/07/12 DWTS Results ₭ See MG 40.4	Tue 8-9p	-Tu: :30	\$2,500.00	VM	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7 %	Tu -00	#0.500.00		
(b) MG for 40.3 10/02	Tue 7-8p	-Tu: :30	\$2,500.00	MM	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				



Contract / Revision Alt Order# 939457 06262067 / 11 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/	Turna Ourate	
	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Weekdays Length Rate	Typo	
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30 \$2,500.00	<u>Type</u> NM	
See MG 39.3,39.4	146 0-3p	14	IVIVI	
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	m4 400 nn
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
See MG 41.4		·		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
⊕ MG for 41.1 10/02				
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$ 2,200.00	NM	
Credited				
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/15/12 10/21/12 -1 1	\$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
1 WISN 10/15/12-10/21/12 HappyEnd Credited	Tue 8-9p	-Tu :30 \$3 ,000.00	NM	
Week: 10/22/12 10/28/12 -1 1	¢2 000 00			
Spot Ch Date Range Description	\$3,000.00 Start/End Time	Modern Landb Data		
2 WISN 10/22/12-10/28/12 HappyEnd	Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000,00	Type	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34		-Tu :30 \$3,000.00	NM	
Week: 10/29/12 11/04/12 -1 1	\$3,000.00		İ	
43 WISN 10/27/12 10/27/12 College Football Game #2				
Start Date End Date Weekdays Spots/Week	. ,	:30	NM ·	\$7,000.00
Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week		:30	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	<u>Rate</u> \$1,300.00			
				
N 45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A	:30	NM :	\$8,800.00
Week: 10/22/12 10/28/122 2	<u>Rate</u> \$225.00		1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Timo	
1 WISN 10/22/12-10/28/12 Sun 9-930A	9-930A	St :30 \$225.00	<u>Type</u> NM	
See MG 45.3,45.4,45.5	0 00071	30 .30 φ220.60	14171	
2 WISN 10/22/12-10/28/12 Sun 9-930A	9-930A	Si :30 \$225.00	NM	
See MG 45.3,45.4,45.5		50 9220,00		
3 WISN 10/30/12-10/30/12 World News Tonight	M-Su 530-6p	-Tu :30 \$4,000.00	NM	
MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	•		·· [
4 WISN 10/31/12-10/31/12 World News Tonight	M-Su 530-6p	W :30 \$4,000.00	NM	
MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1			l	
5 WISN 11/03/12-11/03/12 College Football Game #1	11a-230	\$a :30 \$800.00	NM	
MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1				

10/29/12 / 10/29/12



Contract / Revision Alt Order# 939457 / 11 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

	2611	iodiatio dellatoriai de	10,20,12 ,	10/25/12
		Chatal		
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spot	s Amount
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM	0 \$0.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	(4)4	\$0.00
Week: 10/22/12 10/28/12 1 1	\$350.00			
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 General Hospital	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	2-3pm/1-2p na 1a	M:30 \$350.00	NM	
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM	1 \$350.00
Start Date End Date Weekdays Spots/Week	Rate	.00	(AIA1	1 \$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4 \$6,400.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00			
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	3 \$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate			. ,
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$500.00 \$500.00		l	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/22/12-10/28/12 The View	10-11am	M:30 \$500.00	NM NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3				
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$500.00			
	\$500.00			
50 WISN 11/06/12 11/06/12 The View Start Date End Date Weekdays Spots/Week	10-11am	:30	NM	1 \$500.00
Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4 \$900.00
Start Date End Date Weekdays Spots/Week	Rate	,,,,,	1	4 4500.00
Week: 10/15/12 10/21/12 1 1	\$225.00			
Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1	\$225.00 \$225.00			
Week: 11/05/12 11/11/12 1 1	\$225.00 \$225.00			
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NIA A	2 #1 000 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	2 \$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM	1 \$500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$500.00			
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	2 \$1,200.00
Week: 10/29/12 11/04/12 1 1	\$600.00			
Week: 11/05/12 11/11/12 1 1	\$600.00			
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NM	4 \$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u>			
Week: 10/2/12 10/28/12 1 1	\$1,000.00 \$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
	• •		1	



Contract / Revision Alt Order# 939457 06262067 / 11 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days Length Week	Rate	Type S _t	oots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 11/05/12	11/11/12	1	1	\$1,000.00					
56 WISN 10/15/	/12 11/05/	12 News M-F	5a	5-6A	:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				•	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00					
Week: 10/22/12	10/28/12	1	1	\$350.00					
Week: 10/29/12	11/04/12	1	1	\$350.00					
Week: 11/05/12	11/11/12	1	1	\$350.00					
57 WISN 10/08/			•	6-630pm	:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date	Weekdays 1	Spots/Week	Rate					·
Week: 10/05/12	10/14/12 10/21/12	1	1	\$1,200.00					
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$1,200.00					
Week: 10/29/12	11/04/12	1	1	\$1,200.00					
Week: 11/05/12	11/11/12	1	1	\$1,200.00					
				\$1,200.00					
58 WISN 10/15/				6-7A	:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00					
Week: 10/22/12	10/28/12	1	1	\$1,000.00					
Week: 10/29/12	11/04/12	1	1	\$1,000.00					
Week: 11/05/12	11/11/12	1	1	\$1,000.00					
59 WISN 11/06/		12 News M-F	<u> </u>						
Start Date	End Date	Weekdays	Spots/Week	6-7A Rate	:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00					
60 WISN 10/22/	12 11/05/	12 Entertainm	ent Tonight	630p-7pm	:30		NM	2	£1 700 00
Start Date	End Date	Weekdays	Spots/Week	Rate	.00		''''	2	\$1,700.00
Week: 10/22/12	10/28/12	1	1	\$850.00					
	te Range	<u>Descriptio</u>		Start/End Time	Weekdays Length	Rate	<u>Type</u>		
		/12 Entertainn		630p-7pm	M: :30	\$850.00	NM		
			11,34.12,34.13,3						
Week: 10/29/12	11/04/12	1	1	\$850.00					
Week: 11/05/12	11/11/12	1	1	\$850.00					
61 WISN 10/08/			ning America	7-9a	:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate					
Week: 10/06/12		_	1	\$1,000.00					
Week: 10/13/12	10/21/12 10/28/12	1	1	\$1,000.00					
Week: 10/22/12	11/04/12	1	1	\$1,000.00					
Week: 11/05/12	11/11/12	1	1	\$1,000.00					
				\$1,000.00					
62 WISN 11/06/ Start Date				7-9a	:30		NM	1	\$1,000.00
Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week	<u>Rate</u> \$1,000.00			l		
63 WISN 10/15/			1 1/2 1 1 1 1 1						
Start Date	12 11/05/1 End Date		1 KELLY! Spots/Week	9-10am	:30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	<u>Spois/vveek</u> 1	<u>Rate</u> \$450.00					
Week: 10/22/12	10/28/12	1	1	\$450.00					
Week: 10/29/12	11/04/12	1	1	\$450.00					
Week: 11/05/12	11/11/12	1	1	\$450.00					
64 WISN 10/06/		2 PostBadge		PostBadger	:30		NIKA	4	£4 000 00
			-	. ootbaager	.30		NM	1	\$1,000.00



	Contract / Revision 939457 / 11	Alt Order # 06262067]
Contract Dates Product		Estimate #]
10/02/12 - 11/06/12	DSCC-IE	1533	l
Advertiser		Original Date / Revision]]
Democratic Senatoria		10/29/12 / 10/29/12	

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week F	oto Tun-	0	
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 5- 1	Rate \$1,000.00	Days Length Week	Rate Type	Spots	Amount
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort Start Date	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date	5-6A <u>Rate</u> \$350.00	:30	NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		339	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	230	\$210,650.00	\$179,052.50
10/29/12 -11/06/12	109	\$110,650.00	\$94,052.50
Totals	339	\$321,300.00	\$273,105,00

Signature: Date:	
------------------	--

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	<u>vision</u>		Alt Order #	
	939457	/ 12		06262067	
<u>Product</u>					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			Ori	ginal Date	/ Revision
Democratic Senatorial Ca	ımpaign Com	mittee	1	1/01/12	/ 11/01/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accour	n E	xecutive	Sales Office
	WISN	Will Hil	ldeb	randt	HRP -Washingt
	Special Hand	ling			
	<u>Demographic</u>				
	Adults 35+				
				_	
	IDB#	Advert	ser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	7	\$2,450.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/12 -TwTF 2	\$350.00				
Week: 10/08/12 10/14/12 -TwTF 2	\$350.00				
Week: 10/15/12	\$350.00				
Week: 10/22/12	\$350.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u>	<u>Rate Type</u>		
8 WISN 10/22/12-10/28/12 General Hospital	2-3pm/1 - 2p	-TuWThF :30 \$	350.00 NM		
See MG 45.3,45.4,45.5					
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u>	<u>Rate Type</u>		
9 WISN 10/29/12-11/04/12 General Hospital	2-3pm/1-2p	-TuWThF :30 \$	350.00 NM		
See MG 57.6,57.7,57.8					
10 WISN 10/29/12-11/04/12 General Hospital	2-3pm/1-2p	-TuWThF :30 \$	35 0.00 NM		
See MG 57.6,57.7,57.8					
E 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	MM	11	\$17,600.00
Week; 10/01/12	Rate				
<u> </u>	\$1,600.00				
_	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type		
3 WISN 10/08/12-10/14/12 Late News 10PM					
	10-1030p	-TuwThF :30 \$ 4,	00.00 NM		
See MG 23.7,23.8,23.9,23.10			00 .00 NM		
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p				
4 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10	10-1030p		00 .00 NM		
4 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TwTF 4	10-1030p \$1,600.00		00 .00 NM		
4 W/SN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3	10-1030p \$1,600.00 \$1,600.00	-TuWThF :30 \$1,	500.00 NM 500.00 NM		
4 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TwTF 4 Week: 10/22/12 10/28/12 -TwTF 3 Spot Ch Date Range Description	10-1030p \$1,600.00 \$1,600.00 <u>Start/End Time</u>	-TuwThF :30 \$1,	800-00 NM 800-00 NM Rate Type		
4 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3 Spot Ch Date Range Description 10 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p \$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	-TuWThF :30 \$1,	500.00 NM 500.00 NM		
4 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3 Spot Ch Date Range Description 10 WISN 10/22/12-10/28/12 Late News 10PM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	10-1030p \$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	-TuWThF :30 \$1,	800.00 NM 800.00 NM Rate Type 800.00 NM		
4 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3 Spot Ch Date Range Description 10 WISN 10/22/12-10/28/12 Late News 10PM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 11 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p \$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	-TuWThF :30 \$1,	800-00 NM 800-00 NM Rate Type		
4 WISN 10/08/12-10/14/12 Late News 10PM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF 4 Week: 10/22/12 10/28/12 -TWTF 3 Spot Ch Date Range Description 10 WISN 10/22/12-10/28/12 Late News 10PM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	10-1030p \$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p	-TuWThF :30 \$1,	800.00 NM 800.00 NM Rate Type 800.00 NM		



Contract / Revision Alt Order # 939457 06262067 / 12 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	s Amount
Start Date End Date Weekdays Spots/Week E 3 WISN 10/02/12 11/02/12 The View	Rate			
	10-11am	:30	NM 1	0 \$5,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$500.00			
Week: 10/08/12 10/14/12 -TwTF 2	\$500.00		i	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> Rate	Type	
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	<u>Type</u> NM	
See MG 11.15,11.16,11.17	7 7 7 1 3 1 7	.00 \$000.00	14141	
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500:00	NM	
See MG 11.15,11.16,11.17				
Week: 10/15/12 10/21/12 -TwTF 3	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3				
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 5.9,5.10,5.11 Week: 10/22/12 10/28/12 -TWTF 3	ድደባብ ብር			
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00 \$500.00			
	····			
4 WISN 10/02/12 11/02/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p	:30	NM	5 \$4,750.00
Week: 10/01/12	<u>Rate</u> \$950.00			
Week: 10/08/12 10/14/12 -TWTF 1	\$950.00			
Week: 10/15/12 10/21/12 -TWTF 1	\$950.00			
Week: 10/22/12 10/28/12 -TWTF 1	\$950.00			
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00			
N 5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30	NM	8 \$7.400.00
Start Date End Date Weekdays Spots/Week	Rate	.00	INIVI	8 \$7,400.00
Week: 10/01/12	\$750.00		1	
Week: 10/08/12 10/14/12 -TwTF 1	\$750.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$750.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Түре</u>	
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$750.00	NM	
See MG 5.9,5.10,5.11 4 WISN 10/15/12-10/21/12 Nightline	44 4400			
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	11p-1130p	-TuWThF :30 \$750.00	NM	
9 WISN 10/21/12-10/21/12 World News Tonight	*Sun 5-530p	Si :30 \$1,500.00	NINA	
MG for 3.7,13.6,13.7,5.3	Out o coop	3¢ .50 \$1,500.00	NM	
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	St :30 \$1,500.00	NM	
(h) MG for 3.7,13.6,13.7,5.3	•	4,1000100	''''	
11 WISN 10/21/12-10/21/12 News Sun 7-9a	7-9am	St :30 \$650.00	NM	
® MG for 3.7,13.6,13.7,5.3			ı	
Week: 10/22/12 10/28/12 -TWTF 2	\$750.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$750.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
7 WISN 10/29/12-11/04/12 Nightline	11p-1130p	-TuWThF :30 \$750.00	NM	
See MG 57.6,57.7,57.8	****			
6 WISN 10/02/12 11/02/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 14	4 \$3,150.00
Week: 10/01/12 End Date Weekdays Spots/Week - TwTF 2	Rate			
Week: 10/08/12 10/14/12 -TWTF 2	\$225.00 \$225.00			
2	φεεύ,υυ			

(* Line Transactions: N = New, E = Edited, D = Deleted)



Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

						Spo	ts/			
*Line Ch Start		ate Description	on	Start/End Time	Days Len	gth We	ek Rate	Type 9	Spots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF -TWTF	3 3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00 \$225.00						
7 WISN 10/09				12P-1P		.00				
Start Date		Weekdays	Spots/Week	Rate		:30		MM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						* *,
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/05/12	10/14/12	-TWTF	2	\$400.00				ŀ		
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$400.00 \$400.00						
9 WISN 10/02										
Start Date	End Date	Weekdays	Spots/Week	3-4p Rate		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
N 10 WISN 10/02	/12 11/02/1		******	4P-5P		:30		NM	9	\$5,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	44, 100.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/21/12	-TWTF -TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$600.00 \$600.00						
	ate Range	Description		Start/End Time	<u>Weekdays</u>	Longth	Data	T		
10 WISN 10			±	4P-5P	-TuWThF	Length :30	<u>Rate</u> \$600.00	<u>Type</u> NM		
See MG 5	7.6,57.7,57.8			0.	14.11	.50	Ψ 000.00	14141		
E 11 WISN 10/02	/12 11/02/1	2 News M-F	5p	5-530pm		:30		NM	14	\$15,200,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	1-4	\$15,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
	te Range	<u>Description</u>	_	Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
	/08/12-10/14/		5p	5-530pm	-TuWThF	:30	\$1,000.00	NM		
	1.15,11.16,11 /08/12-10/14/	.17 12 News M-F	50	5-530pm	T. 11.17 b m	.00	#4 000 00			
	1.15,11.16,11		IJρ	э-эзирт	-TuWThF	:30	\$ 1,000.00	NM		
		 12 World New	s Tonight	M-Su 530-6p	Th	:30	\$3,000.00	NM		
MG for 13.	5,11.3,11.4,3	.4,3.3	-	-			+0,000.00	1 4141		
16 WISN 10	/13/12-10/13/	12 College Fo	otball Game #1	11a-230	sa	:30	\$700.00	NM		
		12 Jimmy Kim	imel	1130-1230a	F	:30	\$500.00	NM		
MG for 13. Week: 10/15/12	5,11.3,11.4,3 10/21/12		2	64 000 00						
WGGR. 10/10/12	10/21/12	-TWTF	3	\$1,000.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

11/01/12 / 11/01/12



	Contract / Revision 939457 / 12	<u>Alt Order #</u> 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week		pe Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		. 1010	робром	Amount
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00				
Spot Ch Date Range Description 9 WISN 10/22/12-10/28/12 News M-F 5p	Start/End Time	Weekdays Length		<u>pe</u>	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	5-530pm	-TuWThF :30	\$1,000.00 \	ĺМ	
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00				
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30		M 15	©E 050.00
Start Date End Date Weekdays Spots/Week	Rate	.50	IN	M 15	\$5,250.00
Week: 10/01/12	\$350.00				
Week: 10/08/12	\$350.00				
Week: 10/15/12	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00 \$350.00				
N 13 WISN 10/02/12 11/02/12 News M-F 6p					
Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	N	M 8	\$9,600.00
Week: 10/01/12	\$1,200.00				
Week: 10/08/12	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> <u>Ty</u>	ре	
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 (\$1,200.00 N	M	
See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF 3	£4 200 00				
Spot Ch Date Range Description	\$1,200.00 Start/End Time	Moskdova	D-4 T		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	Weekdays Length -TuwThF :30	<u>Rate</u> <u>Ty</u> \$1,200.00 ∧		
See MG 5.9,5.10,5.11	о осории	10W111F==== 350 ¥	517200.00 (V	М	
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30	\$ 1,200.00 N	М	
See MG 5.9,5.10,5.11					
8 WISN 10/15/12-10/21/12 News M-F 6p See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	6-630pm	-TuWThF :30 \$	\$ 1,200.00 N	М	
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Ty		
11 WISN 10/22/12-10/28/12 News M-F 6p	6-630pm			M	
See MG 45.3,45.4,45.5	•		,	···	
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u> <u>Ty</u>	<u>oe</u>	
14 WISN 10/29/12-11/04/12 News M-F 6p See MG 57.6,57.7,57.8	6-630pm	-TuWThF :30 \$	\$1,200.00 N	М	
14 WISN 10/02/12 11/02/12 News M-F 6a	C 74			_	
Start Date End Date Weekdays Spots/Week	6-7A Rate	:30	N	M 15	\$15,000.00
Week: 10/01/12 10/07/12 -TwTF 2	\$1,000.00			1	
Week: 10/08/12	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00			İ	
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00				
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	N	M 7	\$5,950.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$850.00				
Spot Ch Date Range Description	\$850.00 Start/End Time	Weekdays Length	Data To	_ [
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	Weekdays Length -TuWThF :30	Rate Tyl \$850.00 N		
See MG 23.6	p + p/111	. 3411111	Ψ σοσίου [V	171	
Week: 10/08/12 10/14/12 -TwTF 2	\$850.00			1	



Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 Democratic Senatorial Ca / 11/01/12

		Cnai	ha I		
*Line Ch Start Date End Date Description	Start/End Time	Spot Days Length Wee		Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			ургород	, and diffe
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u> Type</u>	
4 WISN 10/08/12-10/14/12 Entertainment Tonight See MG 31.6	630p-7pm	-TuWThF :30	\$850.00	NM	
Week: 10/15/12 10/21/12 -TWTF 3	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Ty</u> pe	
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34			***************************************	·····I	
Week: 10/22/12 10/28/12 -TWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>	
8 WISN 10/22/12-10/28/12 Entertainment Tonight See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	630p-7pm	-TuwThF :30	\$850.00	NM	
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00			1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
11 WISN 10/29/12-11/04/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM	
See MG 57.6,57.7,57.8				,,,	
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30		NM 21	\$21,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwrF 3	Rate				,
144 1 40100110	\$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 4 Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00 \$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00			ļ.	
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30		NM 14	¢6 200 00
Start Date End Date Weekdays Spots/Week	Rate	.50		14141	\$6,300.00
Week: 10/01/12	\$450.00				
Week: 10/08/12	\$450.00				
Week: 10/15/12 10/21/12TwTF 3 Week: 10/22/12 10/28/12TwTF 3	\$450.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$450.00 \$450.00				
E 18 WISN 10/26/12 10/26/12 2020	Fri 9-10p				
Start Date End Date Weekdays Spots/Week	Rate	:30		NM C	\$0.00
Week: 10/22/12 10/28/121 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>	
1 WISN 10/22/12-10/28/12 2020	Fri 9-10p	F:30	\$3,000.00	NM	
See MG 45.3,45.4,45.5					
N 19 WISN 10/08/12 11/05/12 Dancing Start Date End Date Weekdays Spots/Week	Prime Other	:30		NM 3	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$5,000.00				
Week: 10/15/12 10/21/12 1 1	\$5,000.00				
Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M:30	\$5,000.00	NM	
See MG 19.6	** == 0				
6 WISN 10/22/12-10/28/12 Dancing • See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.	Mon 7-8p	M :30	\$ 5,000.00	NM	
Week: 10/29/12 11/04/12 1 1	\$5,000.00				
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
5 WISN 11/05/12-11/11/12 Dancing	Prime Other	M:30	\$5,000.00	NM	
See MG 57.6,57.7,57.8			•		



Week: 10/29/12

11/04/12

----1-

Contract / Revision Alt Order# 939457 / 12 06262067 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

		Spo	ts/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee		Type Spo	ts	Amount
E 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	Rate					•
Veek: 10/22/12 10/28/12 1 1 Spot Ch Date Range Description	\$4,000.00 Start/End Time	Weekdavs Length	D-4-	-		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	Weekdays Length	<u>Rate</u> \$4,000,00	<u>Type</u> NM		
Credited	mon o rop	,30	\$1,000.00	10101		
Week: 10/29/12 11/04/12 1 1	\$4,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
2 WISN 10/29/12-11/04/12 Castle	Mon 9-10p	M: :30	\$4,000.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34						
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30		NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00					
Week: 10/08/12 10/14/121- 1	\$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
E 22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30		NM	1	\$6,500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1	Rate					+-,000.00
	\$6,500.00	Maril I n	. .	_		
Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 College Football Game #2	Start/End Time 230p-6p	Weekdays Length	Rate	Туре		
See MG 22.2	230p-0p	Sa :30	\$ 6,500.00	NM		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30	\$6,500.00	NM		
→ MG for 22.1 10/13						
E 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	7	\$7,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate					, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12 10/07/121- 1 Spot Ch Date Range Description	\$500.00 Start/End Time	Maratalana Land	<u> </u>	_		
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Weekdays Length	Rate	<u>Туре</u>		
See MG 23.6	0-03 <i>0pm</i>	.30	\$500.00	NM		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30	\$1,350.00	NM		
⊕ MG for 15.1,23.1			,			
Week: 10/08/12 10/14/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
2 WISN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30	\$500.00	NM		
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM		
→ MG for 25.2,2.4,27.1,27.2,2.3,23.2			ψ1,500.00	14101		
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM		
MG for 25.2,2.4,27.1,27.2,2.3,23.2						
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM		
	M-Su 6-1030PM	Sa :30	2000.00			
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	MI-OU U-TUSUPIVI	Sa :30	\$900.00	NM		
Week: 10/15/12 10/21/121- 1	\$500.00					
Week: 10/22/12 10/28/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	\$500.00	NM		
See MG 45.3,45.4,45.5 Week: 10/20/13 11/04/13 1	#E00 00					

\$500.00



Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 11/01/12 / 11/01/12 Democratic Senatorial Ca

		Spot	ts/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	k Rate	Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
24 WISN 10/13/12 11/03/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30		NM	4	\$800.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00					
Week: 10/15/12 10/21/121- 1	\$200.00					
Week: 10/22/12 10/28/121- 1	\$200.00			1		
Week: 10/29/12 11/04/121- 1	\$200.00					
E 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$700.00					
Week: 10/08/12 10/14/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$700:00	NM		
See MG 23.7,23.8,23.9,23.10	-					
Week: 10/15/12 10/21/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
3 WISN 10/15/12-10/21/12 News Sa 6p-630p See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	6-630pm	 Sa :30	\$700.00	NM		
Week: 10/22/12 10/28/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM		
See MG 45.3,45.4,45.5						
Week: 10/29/12 11/04/121- 1	\$700.00					
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30		NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	<u>Rate</u> \$600.00					
Week: 10/08/12 10/14/121- 1	\$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
E 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30		NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1- 1	Rate					
Week: 10/15/12 10/21/121- 1 Spot Ch Date Range Description	\$500.00 Start/End Time	Montedaya Langth	D-4-	T.		
1 WISN 10/15/12-10/21/12 SA 630-7p	630p-7p	Weekdays Length	<u>Rate</u> \$500:00	<u>Type</u> <i>Ni</i> M		
See MG 23.7,23.8,23.9,23.10	000p-1p	.50	\$000:00	IVIVI		
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
2 WISN 10/29/12-11/04/12 SA 630-7p	630p-7p	\$a :30	\$500.00	NM		
See MG 23.7,23.8,23.9,23.10						
E 28 WISN 10/13/12 10/27/12 Sat 630-7p Start Date End Date Weekdays Spots/Week	630-7p Rate	:30		NM	2	\$1,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Ту</u> ре		
1 WISN 10/08/12-10/14/12 Sat 630-7p	630-7p	Sa :30	\$1,000.00	NM		
See MG 28.3,28.4						
3 WISN 10/16/12-10/19/12 Jimmy Kimmel → MG for 28.1 10/13	1130-1230a	-TuWThF :30	\$500.00	NM		
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30	\$500.00	, , , , l		
⊕ MG for 28.1 10/13	1100-12004	30	\$500.00	NM		
- -				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)



Week: 10/01/12

10/07/12

Contract / Revision Alt Order# 939457 06262067 / 12 Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 **Democratic Senatorial Ca**

		Spots/	· · · · · · · · · · · · · · · · · · ·	
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/15/12 10/21/12 0	\$0.00		1	
Week: 10/22/12 10/28/121- 1	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/22/12-10/28/12 Sat 630-7p	630-7p	Sa :30 \$1,000.00	NM	
See MG 45.3,45.4,45.5				
29 WISN 10/06/12 10/20/12 ABC Prime College Footba	,	:30	NM 3	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate		1	
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/12 0	\$1,000.00 \$0.00			
Week: 10/15/12 10/14/122- 2	\$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a	7-9am	:30	NM 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$450.00			
Week: 10/15/12 10/21/121- 1	\$450.00 \$450.00			
Week: 10/22/12 10/28/121- 1	\$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00			
N 31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	- NB 4	A7 070 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 4	\$7,250.00
Week: 10/01/12	\$1,600.00			
Week: 10/08/12 10/14/121 1	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ty</u> pe	
2 WISN 10/08/12-10/14/12 Late News 10pm	10p-1030p	St :30 \$1,600.00	NM	
See MG 31.6	•	,		
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M :30 \$2,450.00	NM	
Week: 10/15/12 10/21/121 1	\$1,600.00		i	
Week: 10/22/12 10/28/121 1	\$1,600.00			
Week: 10/29/12 11/04/121 1	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
5 WISN 10/29/12-11/04/12 Late News 10pm	10p-1030p	St :30 \$1,600.00	NM	
See MG 57.6,57.7,57.8				
N 32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	NM 3	\$2,850.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1	<u>Rate</u>			
Week: 10/15/12 10/21/121 1	\$950.00 \$950.00			
Week: 10/22/12 10/28/121 1	\$950.00			
Week: 10/29/12 11/04/121 1	\$950.00 \$950.00		ĺ	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
4 WISN 10/29/12-11/04/12 Late News SU 1030PM	1030p-11p	St :30 \$950.00	NM	
See MG 57.6,57.7,57.8		.55 \$600.00	''''	
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14(4)	φουυ.υυ
Week: 10/08/12 10/14/121 1	\$200.00		1	
Week: 10/15/12 10/21/121 1	\$200.00		1	
Week: 10/22/12 10/28/121 1	\$200.00			
Week: 10/29/12 11/04/121 1	\$200.00			
E 34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	:30	NM 13	\$23,650.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			, 500.00

\$500.00



	Contract / Revision 939457 / 12						
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533					
<u>Advertiser</u>		Original Date / Revision					
Democratic Senatoria	! Ca	11/01/12 / 11/01/12					

						:	Spots/	,			
*Line Ch Start	Date End D		n	Start/End Time	Days	Length '	Week	Rate	TypeSp	ots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate							
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1 1	\$500.00							
	ate Range	Description	•	\$500.00	Modeleday	. 1	.41_	Data	7		
		/12 News Sun	•	Start/End Time 530-6p	Weekday		_	Rate	<u>Type</u>		
		,34.9,34.10,34.1	•	•		St ;	30	\$500 .00	NM		
	1/29/12-11/02/		1,04.12,04.10,0	3-4p	MTuWThF		30	\$1,350.00	NM		
			i.3.2.10.15.8.15.	6,46.1,3.5,5.4,20.2,		•	00	Ψ1,050.00	13141		
7 WISN 10	/25/12-10/25	/12 LastResort	,,,,	Thu 7-8p	Th-	:	30	\$3,400.00	NM		
MG for 19.	.6,60.1,11.9,4	2.2,49.2,13.8,25	5.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,	34.3			, . ,			
8 WISN 10	/29/12-11/02/	12 DR. OZ		4P-5P	MTuWThF	:	30	\$1,275.00	NM		
			.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,	34.3						
		12 DR. OZ		4P-5P	MTuWThF	:	30	\$1,275.00	NM		
				6,46.1,3.5,5.4,20.2,							
		12 46TH ANN			Th-	:	30 \$	12,000.00	NM		
				6,46.1,3.5,5.4,20.2,				****			
		/12 Jimmy Kim		1130-1230a / 11F 6,46.1,3.5,5.4,20.2,	-MIUWINE	:	30	\$250.00	NM		
		/12 Jimmy Kim		0,46.1,3.5,5.4,20.2, 1130-1230a / 11F			30	\$250.00	NM		
				6,46.1,3.5,5.4,20.2,		·	30	φ250.00	14141		
		12 Jimmy Kim		1130-1230a / 11F			30	\$250.00	NM		
				6,46.1,3.5,5.4,20.2,		•	••	Ψ	13141		
		12 Late News		M-F/Su 10p-11p/		Si :	30	\$1,600.00	NM		
MG for 19.	6,60.1,11.9,4	2.2,49.2,13.8,25	.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,	34.3						
Week: 10/22/12	10/28/12	1	1	\$500.00							
Week: 10/29/12	11/04/12	1	1	\$500.00							
35 WISN 10/07	/12 11/04/1	2 Sun GMA		6-7a		:30			NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					- 1		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	1	1	\$400.00					i		
Week: 10/08/12	10/14/12	1	1	\$400.00							
Week: 10/15/12	10/21/12	1	1	\$400.00							
Week: 10/22/12	10/28/12	1	1	\$400.00							
Week: 10/29/12	11/04/12	1	1	\$400.00							
36 WISN 10/21/				Sun 7-8p		:30			NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate							
Week: 10/15/12	10/21/12	1	1	\$2,500.00							
37 WISN 10/07/				7-9am		:30			NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week 1	Rate							
Week: 10/01/12	10/07/12	1	1	\$400.00							
Week: 10/15/12	10/14/12	1	1	\$400.00 \$400.00							
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$400.00 \$400.00					- 1		
Week: 10/29/12	11/04/12	1	1	\$400.00					- 1		
			Allie O - C:	***************************************						_	
38 WISN 10/14/			With George Ste	_		:30			NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	<u>Rate</u>							
Week: 10/15/12	10/14/12		0	\$1,000.00 \$0.00							
Week: 10/13/12 Week: 10/22/12	10/21/12		0	\$0.00							
Week: 10/29/12	11/04/12	1	1	\$0.00 \$1,000.00							
										_	
E 39 WISN 10/09/	/12 10/23/1	2 DanceResu	its	Tue 7-8p		:30			NM	3	\$12,500.00



Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

		Spo	ts/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	ek Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00	, , , , , , , , , , , , , , , , , , , ,			
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu:30	\$5,000,00	NM	
See MG 39.3,39.4			,		
3 WISN 10/08/12-10/14/12 DWTS Results → MG for 40.2,39,1	Tue 8-9p	-Tu :30	\$5,000.00	NM	
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu :30	£2 500 00		
® MG for 40.2,39.1	rue 7-op	-14	\$2,500.00	NM	
Week: 10/15/12 10/21/120	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
E 40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30		NM 1	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate				Ψ2,000.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>	
See MG 40.3	Tue 8-9p	-Tu:30	\$ 2,500.00	NM	
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu: :30	\$2,500.00	NM	
⊕ See MG 40.4		.50	Ψ 2,000:00	1414/	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM	
● MG for 40.3 10/02					
Week: 10/08/12 10/14/12 -1 1 Spot Ch Date Range Description	\$2,500.00				
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd	Start/End Time	Weekdays Length	Rate	<u>Түре</u>	
See MG 39.3,39.4	Tue 8-9p	-Tu: :30	\$2,5 00.00	NM	
N 41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	.20	****		
Start Date End Date Weekdays Spots/Week	Rate	:30		NM 1	\$2,200.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu: :30	\$ 2,200.00	NM	
See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal					
₩ MG for 41.1 10/02	Thu 9-10p	Th :30	\$2,200.00	NM	
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu: :30	\$2,200,00	NM	
Credited			•		
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1 Spot Ch Date Range Description	\$2,200.00				
Spot Ch Date Range Description 3 WISN 10/29/12-11/04/12 PrivatePractice		Weekdays Length	Rate	<u>Type</u>	
See MG 57.6,57.7,57.8	Tue 9-10p	-Tu: :30	\$2,200.00	NM	
E 42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	20			
Start Date End Date Weekdays Spots/Week	Rate	:30		NM 1	\$3,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu: ;30	\$3,00 0.00	NM	
Credited Week: 10/22/12 10/28/12 -1 1	#2 000 00				
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 2 WISN 10/22/12-10/28/12 HappyEnd See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> <u>Start/End Time</u> <i>Tue 8-9p</i> 4.14 \$3,000.00	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000.00	<u>Type</u> NM	
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date	230p-6p <u>Rate</u> \$7,000.00	:30	NM 1	\$7,000.00
N 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2	<u>Rate</u> \$1,300.00	:30	NM 1	\$1,300.00
Spot Ch Date Range Description 2 WISN 10/29/12-11/04/12 ABC Prime College Footbar See MG 57.6,57.7,57.8	Start/End Time 7-1030p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$1,300.00	<u>Type</u> <i>NM</i>	
E 45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM 3	\$8,800.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	Start/End Time 9-930A	Weekdays Length Rate St :30 \$225.00	<u>Type</u> <i>NM</i>	
2 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	9-930A	St :30 \$225.00	NM	
3 WISN 10/30/12-10/30/12 World News Tonight ⊕ See MG 45.6	M-Su 530-6p	-Tu :30 \$4,000.00	NM	
4 WISN 10/31/12-10/31/12 World News Tonight MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	M-Su 530-6p	W :30 \$4,000.00	NM	
5 WISN 11/03/12-11/03/12 College Football Game #1 MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	11a-230	sa :30 \$800.00	NM	
6 WISN 10/29/12-10/29/12 World News Tonight	M-Su 530-6p	M: :30 \$4,000.00	NM	
E 46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM 0	\$0.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/22/12-10/28/12 General Hospital See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	2-3pm/1-2p	M: :30 \$350.00	NM	
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30		20.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	Rate \$350.00	.30	NM 1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	10-1030p Rate \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00	:30	NM 4	\$6,400.00
E 49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	10-11am Rate \$500.00	:30	NM 3	\$1,500.00
Week: 10/22/12 10/28/12 1 1 <u>Spot Ch Date Range</u> Description	\$500.00 Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/22/12-10/28/12 The View See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	10-11am	M :30 \$500.00	NM	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 12 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

						Spo	ots/			
*Line Ch Start			n	Start/End Time	Days	Length We	ek Rate	TypeS	pots	Amount
Start Date Week: 10/29/12	End Date	Weekdays 1	Spots/Week	Rate						
Week: 11/05/12	11/04/12 11/11/12	1	1 1	\$500.00						
*****		*********	TI	\$500.00						
50 WISN 11/06 <u>S</u> tart Date	/12 11/06/ ⁻ <u>End</u> Date	12 The View Weekdays	Conta (Marale	10-11am		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	Spots/Week 1	<u>Rate</u> \$500.00				l l		
51 WISN 10/15	/12 11/05/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	4	#000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		TXIVI	4	\$900.00
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29	/12 11/05/ ²	12 3-4p		3-4p		:30	***************************************	NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	+ - , 0 0 0 . 0 0
Week: 10/29/12	11/04/12	1	1	\$500.00				l		
Week: 11/05/12	11/11/12	1	. 1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29/				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 11/05/12	11/11/12	1	1 1	\$600.00						
N 55 WISN 10/15/		·-	***************************************	\$600.00						
Start Date	End Date	2 News M-F 5 Weekdays	Spots/Week	5-530pm		:30		MM	3	\$3,000.00
Week: 10/15/12	10/21/12	1	<u>Spois/vveek</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
Spot Ch Da	te Range	Description	•	Start/End Time	Weekday	s Length	Rate	Туре		
4 WISN 11/	/05/12-11/11/	12 News M-F	5p	5-530pm	M		\$1,000,00	NM		
	7.6,57.7,57.8				,,	.00	Ψ1,000.00	7411/		
56 WISN 10/15/		2 News M-F 5	a	5-6A		:30	****	NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						7.,100.00
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$350.00						
	10/28/12	T	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
N 57 WISN 10/08/				6-630pm		:30		NM	6	\$22,150.00
<u>Start Date</u> Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate				1		,
	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,200.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,200.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 / 12 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Wee Spot Ch Date Range Description		Woodsdays Landb Deta	-	
4 WISN 10/29/12-11/04/12 News M-F 6p	Start/End Time 6-630pm	<u>Weekdays Length Rate</u> M:30 \$1.200.00	<u>Type</u> <i>NM</i>	
See MG 57.6,57.7,57.8	0-000рт	M30 \$1,200.00	1717/	
6 WISN 11/05/12-11/05/12 Dancing	Prime Other	M: :30 \$10,000.00	NM	
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.				
7 WISN 11/04/12-11/04/12 Once	Sun 7-8p	st :30 \$7,000.00	NM	
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32. 8 WISN 11/01/12-11/02/12 Late News 1030PM	4,31.5,1.9,1.10,5 <i>7.</i> 5,5 1030p-11p		NIN A	
MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.			NM	
Week: 11/05/12 11/11/12 1 1	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 WISN 11/05/12-11/11/12 News M-F 6p	6-630pm	M :30 \$ 1,200.00	NM	
See MG 57.6,57.7,57.8				
58 WISN 10/15/12 11/05/12 News M-F 6a Start Date End Date Weekdays Spots/Weel	6-7A <u>∢</u> Rate	:30	NM 4	\$4,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00			
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 11/05/12 11/11/12 -1 1				
The state of the s	\$1,000.00			
E 60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Weel	630p-7pm	:30	NM 2	\$1,700.00
Week: 10/22/12 10/28/12 1 1	<u>C Rate</u> \$850.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Ty</u> pe	
1 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	M: :30 \$8 50.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,				
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$850.00			
	\$850.00			
61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Weel	7-9a <u>∢ Rate</u>	:30	NM 5	\$5,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00			
Week: 10/15/12 10/21/12 1 1	\$1,000.00			
Week: 10/22/12 10/28/12 1 1	\$1,000.00			
Week: 10/29/12 11/04/12 1 1	\$1,000.00		ŀ	
Week: 11/05/12 11/11/12 1 1	\$1,000.00			
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30		
Start Date End Date Weekdays Spots/Week		:50	NM 4	\$1,800.00
Week: 10/15/12 10/21/12 1 1	\$450.00			
Week: 10/22/12 10/28/12 1 1	\$450.00			
Week: 10/29/12 11/04/12 1 1	\$450.00			
Week: 11/05/12 11/11/12 1 1	\$450.00			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM 1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12\$- 1	<u>Rate</u> \$1,000.00			
	Ψ1,000.00		ı	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revis 939457 /	<u>12</u>	Alt Order # 06262067
<u>Contract Dates</u> <u>Product</u> 10/02/12 - 11/06/12 DSCC-IE		<u>Estimate #</u> 1533	
Advertiser Democratic Senatorial Ca			iginal Date / Revision 11/01/12 / 11/01/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spo	ots	Amount
Start Date End Date Weekdays Spots/Week 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 S- 1	Rate 630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM.	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	1 :30	NM	1	\$250.00
		Totals	3:	28	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	230	\$210,650.00	\$179,052.50
10/29/12 -11/06/12	98	\$110,650.00	\$94,052.50
Totals	328	\$321,300.00	\$273,105.00

Signature:	Date:	
oignature	Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812 Billing: (781)433-4283

Billing Address:

Great American Media Attention: Accounts Payable 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Send Payment To:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Flight Dates 10/02/12 - 11/06/12	Order # 939457	Alt Order # 06262067
Billing Calendar Broadcast	Billing Type Cash	Deal#
Special Handling		
IDB # 8091	Advertiser Code 49	Product Code 53
Agency Ref	Advertiser Ref	

S	pot	S
---	-----	---

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	10/02/12	11/02/12	General Hospital	2-3pm/1-2p	-TWTF	:30	2	\$350.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFS 10/07/12 -TWTF-		<u>Rate</u> \$350.00					
	Spots: # Ch	<u>Day Air</u>	<u>Date</u> <u>Air Time</u> <u>De</u>	<u>scription</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	2 WIS	SN W 10	/03/12 1:24 PM Ge	neral Hospital	2-3pm/1-2p	:3	O DSCC12WI	03тн		\$350.00 NM
	1 WIS	SN Th 10		neral Hospital	2-3pm/1-2p	:3	O DSCC12WI	03тн		\$350.00 NM
	Weeks:	Start Date 10/08/12	End Date MTWTFS 10/14/12 -TWTF-		<u>Rate</u> \$350.00					
ļ	Spots: # Ch				Start/End Time		h <u>Ad-ID</u>			<u>Rate</u> <u>Type</u>
		SN Th 10.		neral Hospital	2-3pm/1-2p		O DSCC12WI			\$350.00 NM
	4 WIS			neral Hospital	2-3pm/1-2p	:3	O DSCC12WI	04тн		\$350.00 NM
		Start Date 10/15/12	10/21/12 -TWTF-		<u>Rate</u> \$350.00					
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
				neral Hospital	2-3pm/1-2p		O DSCC12WI			\$350.00 NM
	5 WIS			neral Hospital	2-3pm/1-2p	:3	O DSCC12WI	05ТН		\$350.00 NM
		Start Date 10/22/12	End Date MTWTFS 10/28/12 -TWTF-		<u>Rate</u> \$350.00					
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
	7 WIS	SN Tu 10	/23/12 1:22 PM Ge	neral Hospital	2-3pm/1-2p	:3	O DSCC12WI	06тн		\$350.00 NM
	8 WIS			neral Hospital	2-3pm/1-2p	:0	0			\$350.00 NM
		See MG	45.3,45.4,45.5							
2	10/02/12	11/02/12	Late News 10PM	10-1030p	-TWTF	:30	2	\$1,600.00	NM	
		Start Date 10/01/12	End Date MTWTFS 10/07/12 -TWTF-		<u>Rate</u> \$1,600.00					
	Spots: # Ch	Day Air	Date Air Time Des	scription	Start/End Time	Lengt	h Ad-ID			Rate Type
	2 WIS	SN Tu 10/	02/12 10:25 PM Lat	e News 10PM	10-1030p	:3	O DSCC12WI	03тн		\$1,600.00 NM
	1 WIS	SN W 10/	03/12 10:25 PM Lat	e News 10PM	10-1030p	:3	O DSCC12WI	03тн		\$1,600.00 NM
		Start Date 10/08/12	End Date MTWTFS 10/14/12 -TWTF-		<u>Rate</u> \$1,600.00					
	Spots: # Ch				Start/End Time	Lengt	h Ad-ID			Rate Type
		SN Th 10/	/11/12 Lat 23.7,23.8,23.9,23.10	e News 10PM	10-1030p	:0	0			\$1,600.00 NM
	4 WIS	SN F 10/		e News 10PM	10-1030p	:0	0			\$1,600.00 NM
•	Weeks:	Start Date		Spots/Week	Rate					



Invoic

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line :	Start Date	End Date	e Desc	cription		Start/End Tir	me	MTWTFSS	Length	Spots/ Week	Rate	Туре	
2	10/02/12	11/02/12	Late	News 10	PM	10-1030p		-TWTF	:30	2	\$1,600.00	NM	
s		SN Tu 1	0/16/12	<u>Air Time</u> 10:23 Pi	VTF Descripti I Late New	/s 10PM	4	\$1,600.00 <u>Start/End Time</u> 10-1030p	:30	h <u>Ad-ID</u>) DSCC12W1			<u>Rate</u> <u>Type</u> \$1,600.00 NM
			0/17/12		/I Late New			10-1030p		0 DSCC12W1			\$1,600.00 NM
		SN Th 1			/i Late New			10-1030p		DSCC12WI			\$1,600.00 NM
v	Veeks:	SN F 16 Start Date 10/22/12	0/19/12 End D 10/28/	ate MT	/i Late New <u>VTFSS</u> VTF	Spots/Wee	<u>ek</u> 3	10-1030p <u>Rate</u> \$1,600.00	:31	D DSCC12WI	LUSTH		\$1,600. 0 0 NM
S	Spots: # Ch	ı <u>Day A</u>	ir Date	<u>Air Time</u>	Description	<u>on</u>		Start/End Time	<u>Lengtl</u>	h Ad-ID			Rate Type
			34.6,34			4.11,34.12,34	1.13,3	10-1030p 34.14	:0	0			\$1,600.00 NM
		SN Th 10		10:13 PM				10-1030p		DSCC12wi	:06тн		\$1,600.00 NM
	11 WI		0/26/12 3 45.3,45	.4,45.5	Late New	/s 10PM		10-1030p	:00	<u></u>			\$1,600.00 NM
3 1	10/02/12	11/02/12	The \	View		10-11am		-TWTF	:30	2	\$500.00	NM	
	Veeks:	Start Date 10/01/12	10/07/	12 -TV	<u>/TFSS</u> /TF	Spots/Wee	<u>ek</u> 2	<u>Rate</u> \$500.00	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
S	pots: # Ch				<u>Description</u>			Start/End Time		1 Ad-ID			Rate Type
		SN Tu 10 SN W 10)/02/12)/03/12		1 The View 1 The View			10-11am) DSCC12WI			\$500.00 NM
v	Veeks:	Start Date 10/08/12		ate MTV	TFSS TF	Spots/Wee	<u>ek</u> 2	10-11am <u>Rate</u> \$500.00	:30) DSCC12WI	.031н		\$500.00 NM
S	pots: <u>#</u> Ch 3 WI	SN Th 10)/11/12	<u>Air Time</u> 1.16,11.17	Description The View			Start/End Time 10-11am	Lengtl :00	<u>Ad-ID</u> 7			<u>Rate</u> <u>Type</u> \$500.00 NM
	4 WI		0/12/12 G 11.15.1	1.16,11.17	The View			10-11am	:00)			\$500.00 NM
	Veeks:	Start Date 10/15/12	End Da 10/21/1	<u>ate MTW</u> 12 -TW	<u>TFSS</u> TF	Spots/Wee	<u>sk</u> 3	<u>Rate</u> \$500.00					
Sı	pots: # Ch	<u>Day Ai</u> SN Tu 10			Description			Start/End Time		<u> Ad-ID</u>	.05		Rate Type
		SN 10 10 SN <i>Th</i> 10		10:31 AN	The View The View			10-11am <i>10-11am</i>) DSCC12WI	.05ТН		\$500.00 NM
	7 441		,, 10, 12 5 5.9,5.10),5.11	THE VIEW			IU-II ani	:00	,			\$500.00 NM
	_	See MG				1.11,34.12,34.		10-11am 14.14	:00)			\$500.00 NM
	/eeks:		10/28/1	12 -TW			<u>k</u> 3	Rate \$500.00	1				p . –
3	. –	<u>Day Ai</u> 3N W 10	/24/12		<u>Descriptio</u> The View	<u>n</u>		Start/End Time 10-11am		<u>1 Ad-ID</u>) DSCC12WI	Обти		Rate Type
	10 WI		/25/12		The View			10-11am) DSCC12WI			\$500.00 NM \$500.00 NM
	8 WI		/26/12		The View			10-11am) DSCC12WI			\$500.00 NM
4 1	0/02/12	11/02/12	Late I	News 103)PM	1030p-11p		-TWTF	:30	1	\$950.00	NM	
W	leeks:	Start Date 10/01/12	End Da		TFSS TF	Spots/Wee	<u>k</u> 1	<u>Rate</u> \$950.00					
,	pots: <u>#</u> Ch 1 Wis /eeks:	<u>Day</u> <u>Air</u> SN W 10 <u>Start Date</u>	<u>Date</u> /03/12 <u>End Da</u>	Air Time 10:54 PM te MTW	<u>Descriptio</u> Late News TFSS		<u>:k</u>	Start/End Time 1030p-11p Rate		<u>Ad-ID</u>) DSCC12WI	03тн		<u>Rate</u> <u>Type</u> \$950.00 NM
•		10/08/12 <u>Day Air</u> SN Tu 10 <u>Start Date</u>	/09/12	<u>Air Time</u> 10:43 PM	TF <u>Descriptio</u> Late News TFSS		1 <u>k</u>	\$950.00 <u>Start/End Time</u> 1030p-11p <u>Rate</u>		<u>Ad-ID</u>) DSCC12WI	04 тн		<u>Rate</u> <u>Type</u> \$950.00 NM



Weeks:

Start Date End Date

MTWTFSS

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

www.	.WISH.COH						Constat			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
-	4 10/02/12	11/02/12	Late News 1030PM	1030p-11p	-TWTF	:30	1	\$950.00	NM	
	Spots: <u>#</u> Ch 3 WI Weeks:	SN Th 10			\$950.00 <u>Start/End Time</u> 1030p-11p <u>Rate</u> \$950.00		<u>h Ad-ID</u> 0 pscc12w10	5тн		<u>Rate</u> <u>Type</u> \$950.00 NM
	Spots: <u>#</u> Ch 4 WI	<u>Day Ai</u>		<u>tion</u>	Start/End Time 1030p-11p		<u>h Ad-ID</u> O DSCC12WIO	6тн		<u>Rate</u> <u>Type</u> \$950.00 NM
	5 10/02/12	11/02/12	Nightline	11p-1130p	-TWTF	:30	1	\$750.00	NM	
700	Weeks: Spots: # Ch	Start Date 10/01/12 <u>Day Air</u> SN Tu 10			<u>Rate</u> \$750.00 <u>Start/End Time</u> 11p-1130p		h Ad-ID O DSCC12WIO	Эти		Rate Type
	Weeks:		End Date MTWTFSS 10/14/12 -TWTF	Spots/Week 1	Rate \$750.00	.3	O paccismio	JIN		\$750.00 NM
	Spots: # Ch 2 WI Weeks:		/12/12 11:20 PM Nightlin		<u>Start/End Time</u> 11p-1130p <u>Rate</u> \$750.00		<u>h</u> <u>Ad-ID</u> O DSCC12WIO	4тн		<u>Rate</u> <u>Type</u> \$750.00 NM
	Spots: # Ch 3 WIS	SN Th 10.	-		Start/End Time 11p-1130p	<u>Lengt</u> :0	<u>h</u> <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$750.00 NM
	4 WIS	SN F 10	/19/12 Nightlin 34.6,34.7,34.8,34.9,34.10,		11p-1130p	:0	0			\$750:00 NM
	11 WIS	SN Su 10			7-9am	:3	0 DSCC12WI0	Sтн		\$650.00 NM
	9 WIS	SN Su 10/ MG for 3	/21/12 5:51 PM World N 3.7,13.6,13.7,5.3	lews Tonight	*Sun 5-530p	:3	0 DSCC12WI0	5тн		\$1,500.00 NM
	10 WIS	SN Su 10 MG for 3	/28/12 5:27 PM World N 3.7,13.6,13.7,5.3	lews Tonight	*Sun 5-530p	:3	0 DSCC12WI0	6тн		\$1,500.00 NM
	Weeks:	Start Date 10/22/12	End Date <u>MTWTFSS</u> 10/28/12 -TWTF	Spots/Week 2	<u>Rate</u> \$750.00					
77		SN W 10/	<u>Date</u> <u>Air Time</u> <u>Descrip</u> /24/12 11:16 PM Nightlind /25/12 11:09 PM Nightlind		Start/End Time 11p-1130p 11p-1130p	:3	<u>h Ad-ID</u> O DSCC12WIO O DSCC12WIO			<u>Rate</u> <u>Type</u> \$750.00 NM \$750.00 NM
	3 10/02/12	11/02/12	ANDERSON COOPER		-TWTF	:30	2	\$225.00	NM	\$750.00 IVIVI
						.50		φ223.00	14141	<u> </u>
		Start Date 10/01/12	10/07/12 -TWTF	Spots/Week 2	<u>Rate</u> \$225.00					
	Spots: # Ch 1 WIS		Date Air Time Descript 02/12 11:39 AM ANDER		Start/End Time M-F 11A-12P		<u>h Ad-ID</u> D DSCC12WIO	Зтн		<u>Rate</u> <u>Type</u> \$225.00 NM
	2 WIS Weeks:		03/12 11:40 AM ANDER		M-F 11A-12P <u>Rate</u> \$225.00		0 DSCC12WIO			\$225.00 NM
	Spots: # Ch 3 WIS	Day <u>Air</u> 3N Th 10/	Date Air Time Descript 11/12 11:39 AM ANDER		Start/End Time M-F 11A-12P		h <u>Ad-ID</u> O DSCC12WIO	4тн		<u>Rate Type</u> \$225.00 NM
		SN F 10/ Start Date 10/15/12	12/12 11:40 AM ANDER End Date MTWTFSS 10/21/12 -TWTF	SON COOPER Spots/Week 3	M-F 11A-12P <u>Rate</u> \$225.00	:3	0 DSCC12WIO	4TH		\$225.00 NM
]	Spots: # Ch 5 WIS	<u>Day Air</u> SN Tu 10/	Date Air Time Descript 16/12 11:56 AM ANDER		Start/End Time M-F 11A-12P		h <u>Ad-ID</u> O DSCC12WIO	5тн		<u>Rate Type</u> \$225.00 NM
	7 WIS 6 WIS		17/12 11:20 AM ANDER: 19/12 11:23 AM ANDER:		M-F 11A-12P M-F 11A-12P		0 DSCC12WIO 0 DSCC12WIO			\$225.00 NM \$225.00 NM
l						.0.		• •		4550.00 IAIAI

Rate

Spots/Week



INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1533

www.wisn.com										
Line Start Da	e End Date	Descrip	otion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
6 10/02/12	11/02/12	ANDEF	RSON COOPER	M-F 11A-12P	-TWTF	:30	2	\$225.00	NM	
Spots: #	10/22/12 Ch <u>Day Ai</u>	10/28/12 ir Date /	-TWTF Air Time Descrip	3 tion	\$225.00 Start/End Time	Lengt	h Ad-ID			Rate Type
10 '	NISN W 10	0/24/12 1	1:41 AM ANDER	SON COOPER	M-F 11A-12P	:3	0 DSCC12WI	06тн		\$225.00 NM
			1:51 AMANDER		M-F 11A-12P		O DSCC12WI			\$225.00 NM
9 '	NISN F 10	0/26/12 1	1:41 AMANDER	SON COOPER	M-F 11A-12P	:3	O DSCC12WI	06тн		\$225.00 NM
7 10/09/12	11/02/12	THE C	HEW	12P-1P	-TWTF	:30	2	\$300.00	NM	
Weeks:	Start Date 10/08/12	End Date 10/14/12		Spots/Week 2	<u>Rate</u> \$300.00					
Spots: #	Ch <u>Day Ai</u>	r Date A	Air Time Descript	tion_	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
			2:29 PM THE CH		12P-1P	:3	O DSCC12WI	04TH		\$300.00 NM
			2:29 PM THE CH		12P-1P	:3	O DSCC12WI	04тн		\$300.00 NM
Weeks:	Start Date 10/15/12	10/21/12		Spots/Week 2	<u>Rate</u> \$300.00					
Spots: # 6			Air Time Descript 2:30 PM THE CH	tion	Start/End Time 12P-1P		<u>h Ad-ID</u> O DSCC12WI	05~		Rate Type
			2:31 PM THE CH		12P-1P 12P-1P		O DSCC12WI			\$300.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate	.ى	O DOCCIENT	oo in		\$300.00 NM
Spots: <u>#</u> (10/22/12 Ch <u>Day Air</u>	10/28/12 <u>r Date</u> <u>A</u>	-TWTF <u>ir Time</u> Descript	ion 2	\$300.00 <u>Start/End Time</u>	Lengt	h Ad-ID			Rate Type
5 V	VISN W 10	/24/12 12	2:29 PM THE CH	EW	12P-1P	:3	O DSCC12WI	06тн		\$300.00 NM
6 V	VISN Th 10	/25/12 12	2:57 PM THE CH	EW	12P-1P	:3	O DSCC12WI	06тн		\$300.00 NM
8 10/02/12	11/02/12	KATIE (COURIC	M-F 2-3P	-TWTF	:30	2	\$400.00	NM	
Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$400.00		***			
Spots: # 0 2 V			ir Time Descript 2:29 PM KATIE C		Start/End Time M-F 2-3P		<u>h Ad-ID</u> O DSCC12WI(ЭЗТН		<u>Rate Type</u> \$400.00 NM
			2:57 PM KATIE C		M-F 2-3P		O DSCC12WI			\$400.00 NM
Weeks:	Start Date 10/08/12	End Date 10/14/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$400.00					7 100100 11111
Spots: <u>#</u> 0 4 V			ir Time Descript 2:30 PM KATIE C		Start/End Time M-F 2-3P		<u>h</u> <u>Ad-ID</u> O DSCC12WIO	јатн		<u>Rate Type</u> \$400.00 NM
			2:16 PM KATIE C		M-F 2-3P		O DSCC12WIO			\$400.00 NM
Weeks:	Start Date 10/15/12	End Date		Spots/Week 2	<u>Rate</u> \$400.00		-			0 100.00 THM
Spots: # 0	h <u>Day Air</u>	Date A	ir Time Descript	<u>ion</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
			2:13 PM KATIE C		M-F 2-3P	:3	DSCC12WI)5тн		\$400.00 NM
5 V Weeks:	Start Date	End Date		Spots/Week	M-F 2-3P <u>Rate</u>	:3) DSCC12WI(Э5тн		\$400.00 NM
Spots: # C	10/22/12 h <u>Day Air</u>	10/28/12 <u>Date A</u>	-TWTF ir Time Descripti	2 <u>ion</u>	\$400.00 Start/End Time	Lengt	h Ad-ID			Rate Type
	ISN W 10/	/24/12 2	::37 PM KATIE C	OURIC	M-F 2-3P		DSCC12WI)6тн		\$400.00 NM
7 V	/ISN Th 10/	/25/12 2	:42 PM KATIE C	OURIC	M-F 2-3P	:3) DSCC12WI(Э6тн		\$400.00 NM
9 10/02/12	11/02/12	3-4p		3-4p	-TWTF	:30	2	\$500.00	NM	
Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # C			ir Time Descripti	_	Start/End Time	Lenati	n Ad-ID			Rate Type
			:45 PM 3-4p		3-4p		DSCC12WI)3TH		\$500.00 NM
			:31 PM 3-4p		3-4p	:3	DSCC12WI)3тн		\$500.00 NM
Weeks:	Start Date	End Date	<u>MTWTFSS</u>	Spots/Week	<u>Rate</u>					



Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam		1533

Line Start Date End Date Description	Start/End Time	MTWTFSS		Spots/ Week	Rate	Туре	
9 10/02/12 11/02/12 3-4p	3-4p	-TWTF	:30	2	\$500.00	NM	
10/08/12 10/14/12 -TWTF Spots: # Ch	2	\$500.00 Start/End Time	Length	۵۲-۱۵			Rate Type
3 WISN W 10/10/12 3:29 PM 3-4p	<u> </u>	3-4p		DSCC12WIO4	ITH		\$500.00 NM
4 WISN F 10/12/12 3:30 PM 3-4p		3-4p		DSCC12WIO			\$500.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/15/12 10/21/12 -TWTF	Spots/Week 2	Rate \$500.00	.00	-5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5			\$300.00 NW
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	Length	Ad-ID			Rate Type
5 WISN Tu 10/16/12 3:38 PM 3-4p		3-4p	:30	DSCC12WIOS	тн		\$500.00 NM
6 WISN W 10/17/12 3:47 PM 3-4p		3-4p	:30	DSCC12WIOS	TH		\$500.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/12 -TWTF	Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Desc</u>	ription	Start/End Time	<u>Length</u>	<u>Ad-ID</u>			Rate Type
8 WISN Th 10/25/12 3:56 PM 3-4p		3-4p	:30	DSCC12WIO	ΣΤΗ		\$500.00 NM
7 WISN F 10/26/12 2:59 PM 3-4p		3-4p	:30	DSCC12WIO	тн		\$500.00 NM
10 10/02/12 11/02/12 DR. OZ	4P-5P	-TWTF	:30	2	\$600.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/01/12 10/07/12 -TWTF	Spots/Week 2	<u>Rate</u> \$600.00					
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	Length	Ad-ID			Rate Type
1 WISN Tu 10/02/12 4:13 PM DR. 0		4P-5P		DSCC12WIO3	ТН		\$600.00 NM
2 WISN W 10/03/12 4:20 PM DR. 0	oz	4P-5P	:30	DSCC12WIO3	тн		\$600.00 NM
Weeks: Start Date End Date MTWTFSS 10/08/12 10/14/12 -TWTF	Spots/Week 2	<u>Rate</u> \$600.00					7.000
Spots: # Ch Day Air Date Air Time Desc	ription	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
4 WISN Th 10/11/12 4:37 PM DR. 0	DΖ	4P-5P	:30	DSCC12WIO4	TH		\$600.00 NM
3 WISN F 10/12/12 4:55 PM DR. 0	OZ	4P-5P	:30	DSCC12WIO4	TH		\$600.00 NM
Weeks: Start Date End Date MTWTESS 10/15/12 10/21/12 -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$600.00					
Spots: # Ch Day Air Date Air Time Desc		Start/End Time	Length				Rate Type
6 WISN W 10/17/12 4:23 PM DR. 0		4P-5P		DSCC12WIOS			\$600.00 NM
5 WISN F 10/19/12 4:55 PM DR. 0		4P-5P	:30	DSCC12WIO5	тн		\$600.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/12 -TWTF	Spots/Week 2	Rate \$600.00					
Spots: # Ch Day Air Date Air Time Desc		Start/End Time	<u>Length</u>		•		Rate Type
7 WISN W 10/24/12 4:38 PM DR. C		4P-5P		DSCC12WI06			\$600.00 NM
8 WISN Th 10/25/12 4:39 PM DR. C	<u>) </u>	4P-5P	:30	DSCC12WIO6	OTH		\$600.00 NM
11 10/02/12 11/02/12 News M-F 5p	5-530pm	-TWTF	:30	2	\$1,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/01/12 10/07/12 -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00					_
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Descr</u>		Start/End Time	<u>Length</u>				Rate Type
2 WISN W 10/03/12 5:21 PM News	•	5-530pm	:30	DSCC12WIO3	TH		\$1,000.00 NM
1 WISN Th 10/04/12 5:25 PM News		5- <u>5</u> 30pm	:30	DSCC12WI03	TH		\$1,000.00 NM
Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00					
Spots: # Ch Day Air Date Air Time Descr		Start/End Time	<u>Length</u>	·			Rate Type
5 WISN Tu 10/09/12 5:12 PM News	•	5-530pm		DSCC12WI04	TH		\$1,000.00 NM
See MG 11.15,11.16,11.17	M-F 5p	5-530pm	:00				\$1,000.00 NM
MG for 13.5,11.3,11.4,3.4,3.3	News Tonight	M-Su 530-6p		DSCC12WI04	TH		\$3,000.00 NM
4 WISN F 10/12/12 News See MG 11.15,11.16,11.17	M-F 5p	5-530pm	:00				\$1,000.00 NM



DINVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senato	orial Cam DSCC-IE	1533

								Spots/			
Line Start Date	End Date	Descr	iption	Start/Er	nd Time	MTWTFSS	Length	Week	Rate	Туре	
11 10/02/12	11/02/12	News	M-F 5p	5-530pi	m	-TWTF	:30	2	\$1,000.00	NM	
Spots: # Ch	Day Air [<u>Date</u>	Air Time Desc	ription		Start/End Time	Lengt	h Ad-ID			Rate Tyr
17 Wis			12:22 AM Jimn 11.4,3.4,3.3	ny Kimmel		1130-1230a	:3	0 DSCC12W:	104тн		\$500.00 N
16 WIS	SN Sa 10/1 MG for 13		2:13 PM Colle 11.4,3.4,3.3	ge Football	Game #1	11a-230	:3	0 DSCC12W	104тн		\$700.00 N
Weeks:	Start Date 10/15/12	End Dat 10/21/1:		<u>Spots</u>	s/Week 3	<u>Rate</u> \$1,000.00					
Spots: # Ch			Air Time Desc			Start/End Time	<u>Lengt</u>	<u>h</u> <u>Ad-ID</u>			<u>Rate</u> Typ
	SN W 10/1		5:27 PM News	•		5-530pm		O DSCC12W			\$1,000.00 N
	SN Th 10/1		5:13 PM News	•		5-530pm		0 DSCC12W			\$1,000.00 N
7 WIS		9/12	5:27 PM News	•		5-530pm	:3	0 DSCC12w:	I05TH		\$1,000.00 Ni
		End Dat 10/28/12		Spots	<u>s/Week</u> 3	<u>Rate</u> \$1,000.00					
Spots: # Ch	Day Air E		Air Time Desc	ription		Start/End Time	Lengt	h Ad-ID			Rate Typ
10 WIS			5:25 PM News			5-530pm		DSCC12wi	106тн		\$1,000.00 N
	SN W 10/2			s M-F 5p		5-530pm	:0	-			\$1,000.00 Ni
		4.6,34.7	,34.8,34.9,34.1		12,34.13,3			•			\$1,000 .00 141
11 WIS	SN Th 10/2	5/12	5:29 PM News	M-F 5p		5-530pm	:3	O DSCC12W1	г06тн		\$1,000.00 N
12 10/02/12	11/02/12	News !	M-F 5a	5-6A		-TWTF	:30	2	\$350.00	NM	
		End Dat		Spots	/Week	Rate					
		10/07/12		-1-11	2	\$350.00	1	4.415			
Spots: # Ch	<u>Day AirD</u> 3N Tu 10/0		Air Time Desc 5:14 AM News			Start/End Time		<u>1 Ad-ID</u>	-0.3		Rate Typ
2 WIS			5:53 AM News			5-6A) DSCC12WI			\$350.00 NI
		ਹ≀।∠ End Dat∈			Week	5-6A Rate	:31	DSCC12WI	LUSTH		\$350.00 N
		10/14/12		<u> </u>	3	\$350.00					
Spots: # Ch	Day Air D	ate /	Air Time Desc	<u>ription</u>		Start/End Time	Lengti	n Ad-ID			Rate Type
5 WIS	N W 10/10	0/12	5:24 AM News	M-F 5a		5-6A	:30	DSCC12WI	г04тн		\$350.00 NM
4 WIS	N Th 10/1	1/12	5:41 AM News	M-F 5a		5-6A	:30) DSCC12wi	о4тн		\$350.00 NA
3 WIS	N F 10/12	2/12	4:58 AM News	M-F 5a		5-6A	:30) DSCC12wi	:04тн		\$350.00 NA
		End Date 10/21/12		<u>Spots</u>	/Week 3	<u>Rate</u> \$350.00					
Spots: # Ch	<u>Day</u> <u>Air D</u>		<u> Air Time</u> <u>Desc</u>	<u>ription</u>		Start/End Time	<u>Lengtl</u>	<u>Ad-ID</u>			Rate Type
6 WIS			5:41 AM News			5-6A	:30) DSCC12wi	:05тн		\$350.00 NN
8 WIS			5:54 AM News			5-6A	:30) DSCC12WI	:05тн		\$350.00 NN
7 WIS			5:10 AM News			5-6A	:30) DSCC12W1	:05тн		\$350.00 NA
	Start Date <u>1</u> 10/22/12	<u>=nα ⊅ατα</u> 10/28/12		Spots	<u>/Week</u> 3	<u>Rate</u> \$350.00					
Spots: # Ch	Day Air D		Air Time Desci	rintion	3	Start/End Time	Lengti	Ad-ID			Rate Type
9 WIS			5:22 AM News			5-6A) DSCC12WI	:06тн		\$350.00 NN
10 WIS			5:14 AM News			5-6A) DSCC12WI			\$350.00 NN
11 WIS			5:39 AM News			5-6A		DSCC12WI			\$350.00 NA
											7000:50 111
13 10/02/12	11/02/12	News N	/I-F 6p	6-630pm	1	-TWTF	:30	2	\$1,200.00	NM	
		End Date 10/07/12		Spots	/Week 2	<u>Rate</u> \$1,200.00					
Spots: # Ch	Day Air D	ate A	Air Time Descr	<u>ription</u>		Start/End Time	Length	Ad-ID			Rate Type
2 WIS		2/12	6:28 PM News	M-F 6p		6-630pm	:30	DSCC12WI	:03тн		\$1,200.00 NM
1 WIS			6:22 PM News	•		6-630pm	:30) DSCC12WI	:03тн		\$1,200.00 NM
	Start Date E			Spots		Rate					
		10/14/12	-TWTF <u>\ir Time</u> Descr	intion	3	\$1,200.00 Start/End Time	المعمدا	V V 4 112			Det- "
Spots: # Ch	Day Air Da	<u> </u>	m linie Desci	iptiOH		Start/End Time	Lengtr	<u>Ad-ID</u>			Rate Type



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

								Spots/				
_ine	Start Date	End Date	Descriptio	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
13	10/02/12	11/02/12	News M-F	- 6p	6-630pm	-TWTF	:30	2	\$1,200.00	NM		
5	Spots: # Ch	Day Air	<u>r Date</u> Air	Time Descri	iption	Start/End Time	Length	Ad-ID			Rate	Type
	5 WIS	N Tu 10. See MG	/09/12 : 11.15,11.16,		M-F 6p	6-630pm	:00)			\$1,200.00	
	3 WIS			22 PM News	M-F 6p	6-630pm	:30) DSCC12W:	Е 04ТН		\$1,200.00	NIV
	4 WIS	N F 10		24 PM News	M-F 6p	6-630pm	:30	DSCC12w:	г04тн		\$1,200.00	
V		Start Date 10/15/12	End Date 10/21/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$1,200.00						
S	Spots: # Ch	<u>Day</u> Air		Time Descri		Start/End Time	Length	Ad-ID			<u>Rate</u>	Type
	6 WIS	N W 10 See MG	/17/12 5.9,5.10,5.11		M-F 6p	6-630pm	:00)			\$1,200.00	NM.
	7 WIS	N Th 10 See MG	/18/12 5.9,5.10,5.11		M-F 6p	6-630pm	:00)			\$ 1,200.0 0	NM.
	8 WIS		/19/12 34.6,34.7,34.		M-F 6p),34.11,34.12,34.13,	6-630pm 34.14	:00)			\$1,200.00	NM
V		Start Date 10/22/12	End Date 10/28/12	MTWTFSS -TWTF	Spots/Week 3	<u>Rate</u> \$1,200.00						
S	Spots: # Ch	Day Air		Time Descri		Start/End Time		Ad-ID			<u>Rate</u>	Type
	10 WIS			2 PM News I	•	6-630pm		DSCC12w1	:06тн		\$1,200.00	
	11 WIS		/25/12 45.3,45.4,45.		M-F 6p	6-630pm	:00)			\$1,200.00	NM
	9 WIS	N F 10/	26/12 6:2	1 PM News I	M-F 6p	6-630pm	:30	DSCC12W3	06тн		\$1,200.00	NM
14 1	10/02/12	11/02/12	News M-F	6a	6-7A	-TWTF	:30	2	\$1,000.00	NM		
٧		Start Date 10/01/12	End Date 10/07/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
S	pots: # Ch	<u>Daγ</u> Air	Date Air 1	Time Descri	otion	Start/End Time	Length	Ad-ID			Rate	Tvpe
	1 WIS	N Tu 10/	02/12 6:2	8 AM News I	VI-F 6a	6-7A	:30	DSCC12W1	:03тн		\$1,000.00	
	2 WIS			7 AM News I		6-7A	:30	DSCC12W1	:03тн		\$1,000.00	NM
	7	Start Date 0/08/12	10/14/12	MTWTFSS -TWTF	<u>Spots/Week</u> 3	<u>Rate</u> \$1,000.00						
S	pots: # Ch	<u>Day Air</u>		<u> Time</u> <u>Descri</u> j		Start/End Time		Ad-ID			<u>Rate</u>	
	5 WIS			7 AM News I		6-7A		DSCC12WI			\$1,000.00	
	3 WIS			3 AM News I		6-7A		DSCC12W1			\$1,000.00	
V		Start Date	End Date	4 AM News I MTWTFSS	Spots/Week	6-7A <u>Rate</u>	:30	DSCC12WI	:04ТН		\$1,000.00	NM
0		0/15/12	10/21/12	-TWTF lime Descrip	3	\$1,000.00	المحمدا	A - 1 1 D			- .	_
O,	pots: # Ch 7 \Ms	<u>Day Air</u> N W 10/		4 AM News I		Start/End Time 6-7A	<u>Length</u>	DSCC12WI	·05TH		<u>Rate</u>	
		N Th 10/		2 AM News N		6-7A		DSCC12WI			\$1,000.00	
	6 WISI			7 AM News M		6-7A		DSCC12WI			\$1,000.00	
W	/eeks: S	Start Date 0/22/12	End Date 10/28/12	MTWTFSS -TWTF	Spots/Week 3	Rate \$1,000.00	.00	DUCCIENT	.03111		\$1,000.00	INIV
S	pots: # Ch	Day Air		ime Descrip	-	Start/End Time	Length	Ad-ID			Rate	Type
	10 WISI	N W 10/2	24/12 6:29	9 AM News N	И-F 6a	6-7A	:30	DSCC12WI	:06тн		\$1,000.00	
	11 WISI	N Th 10/2	25/12 6:26	6 AM News N	<i>I</i> I-F 6а	6-7A	:30	DSCC12WI	:06тн		\$1,000.00	
	9 WISI	V F 10/2	26/12 6:42	2 AM News N	И-F 6a	6-7A	:30	DSCC12WI	06тн		\$1,000.00	NM
15 1	0/02/12	11/02/12	Entertainm	ent Tonight	630p-7pm	-TWTF	:30	2	\$850.00	NM		
W		tart Date_ 0/01/12		MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
Sr	ots: <u>#</u> Ch	Day Air I		ime Descrip		Start/End Time	Length	Ad-ID			Rate	Tvoe
•	2 WISI				inment Tonight	630p-7pm		DSCC12WI	03ТН		\$850.00	
	1 WISI	N F 10/0 See MG 2	05/12		inment Tonight	630p-7pm	:00				\$850.00	



D) INVOICE A TE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	E	stimate Number
Democratic Senatorial Cam	DSCC-IE	1	533

3 WISN Th			Туре	Rate		Spots/ Week	Length	MTWTFSS	Start/End Time	scription	te Des	End Dat	e Start Dat
Tology T			NM	850.00	2	2	:30	-TWTF	630p-7pm	ertainment Tonight	2 Ente	11/02/12	5 10/02/12
Spots: #Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Start/End Time Star		<u></u>											Weeks:
3 WISN To 10/11/12 6-47 PM Entertainment Tonight 630p-7pm 3:0 osccl2xt04TH \$8.8 Weeks: Start Date End Date MTMTESS SpotsWeek 9 WISN F 10/16/12 10/17/12 - TWTF 3 \$88.00 \$1.6	ot - 7	Do			n	. Ad ID	Longth						Snote: #
A WISN F 01/21/2 Entertainment Tonight 630p-7pm :00 \$86 \$86 Mod \$1.6 End \$1.0721/12 Three 3 \$86 .00 \$86 \$86 .00 \$1.0721/12 Three 3 \$86 .00 \$1.0721/12	<u>late</u> <u>T</u> 0.00	\$850.											-
Neeks: Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date End Date MINTESS Spots/Week Start Date Start Date MINTESS Spots/Week Start Date Start Date Start Date MINTESS Spots/Week Start Date Start Date MINTESS Spots		\$850.			.121110+111				*				
Weeks: Start Date End Date MTVITES Spots/Week Selection Start/End Time Length Ad-ID Selection Start/End Time S	0.00	\$690.				,	.00	030p-1pm	mment rongin	Linenta			7 1
Spots: # Ch											e End D	Start Date	Weeks:
SWISN Tu 10/16/12 6:56 PM Entertainment Tonight 630p-7pm :30 DSCC12WID5TH 586 6 WISN F 10/19/12 6:56 PM Entertainment Tonight 630p-7pm :30 DSCC12WID5TH 586 6 WISN F 10/19/12 Entertainment Tonight 630p-7pm :00 \$88	ate T	Ra			D	Ad-ID	Length		otion	Air Time Descrip			Spots: #
7 WISN W 10/17/12 10/18 PM Entertainment Tonight 630p-7pm :30 pscc12w105TH \$88 \$48 \$48 \$34 \$3.47,34.83.49.34.10,34.11,34.12,34.13,34.14 Rate \$850.00 \$1002/12 10/18 \$1002/12 10/18 \$1002/12 10/18 \$1002/12 10/18 \$1002/12 10/18 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$1002/12 \$100000000000000000000000000000000000		\$850.			 12wI05тн	DSCC12	:30	630p-7pm	inment Tonight	6:29 PM Enterta	10/16/12		
See MG 34, 34, 34, 34, 34, 34, 13, 34, 14, 13, 34, 14, 14, 14, 14, 14, 14, 14, 14, 14, 1	0.00	\$850.			12WIO5TH) DSCC12	:30	630p-7pm			10/17/12	ISN W 1	7 1
See MG 34.6,347,734.8,349,34.10,34.11,34.12,34.13,34.14		\$850.)	:00	630p-7pm	inment Tonight	Enterta	10/19/12	SN F	61
10/22/12 10/28/12 - TMTF 2								34.14					
Spots: # Ch Day Air Date Air Time Description Start/End Time Company Spots S													Weeks:
9 WISN Tu 10/23/12 6:30 PM Entertainment Tonight 630p-7pm :30 DSCC12w106TH \$888		_			_		1						Constant to
S WISN Th 10/25/12 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13,34.14 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,34.13 See MG 34.6,34.7,	ate T												
See MG 34.6,34.7,34.8.34.9,34.10,34.11,34.12,34.13,34.14 Signostic Signo		\$850.			TZMTOOIH			• •	_				
Weeks: Start Date End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time Length Ad-ID Start/End Time Length Ad-ID End Date MTWTESS Spots/Week Start/End Time	0.00	\$850.				<i>.</i>	.00:						8 V
Spots:# Ch			NM	00.00	3 \$1	3	:30	-TWTF	7-9a	d Morning America	2 Goo	11/02/12	3 10/02/12
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID February Start/End Time Length Ad-ID Start/End Time Length A													Weeks:
3 WISN Tu 10/02/12 7:48 AM Good Morning America 7-9a :30 pscc12w103TH \$1,00 2 WISN W 10/03/12 7:59 AM Good Morning America 7-9a :30 pscc12w103TH \$1,00 2 Wisn N					_	4 L ID	, ,	• •	-				Constant /
2 WISN W 10/03/12 7:59 AM Good Morning America 1 WISN F 10/05/12 8:47 AM Good Morning America 7-9a :30 DSCC12wI03TH \$1,00	ate T				_			***************************************					
Weeks: Start Date End Date MTWTESS Spots/Week Start Date End Date MTWTESS Spots/Week Start Date End Date MTWTESS Spots/Week Start Date End Date MTWTESS Spots/Week Start Date End Date MTWTESS Spots/Week Start Date End Date MTWTESS Spots/Week Start Date End Date MTWTESS Spots/Week Start Date End Date MTWTESS Spots/Week Spots/We		\$1,000.							-				
Weeks: Start Date Ind Date MTWTESS Spots/Week \$1,000.00		\$1,000.							-				
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Start/End Time Length Ad-ID Feed Length Ad-ID Feed Start/End Time Length Ad-ID Feed Ad-ID The start Start/End Time Length	0.00	\$1,000.			TZMTO31H) DSCC12	:30		~				
Spots: # Ch													vvccno.
7 WISN Tu 10/09/12 8:40 AM Good Morning America 7-9a :30 pscc12w104TH \$1,00 6 WISN W 10/10/12 8:41 AM Good Morning America 7-9a :30 pscc12w104TH \$1,00 4 WISN Th 10/11/12 8:53 AM Good Morning America 7-9a :30 pscc12w104TH \$1,00 5 WISN F 10/12/12 7:26 AM Good Morning America 7-9a :30 pscc12w104TH \$1,00 Weeks: Start Date End Date MTWTESS Spots/Week	ate T	Rat)	Ad-ID	Length	•					Spots: # 0
6 WISN W 10/10/12 8:41 AM Good Morning America 7-9a :30 DSCC12wI04TH \$1,00 A WISN Th 10/11/12 8:53 AM Good Morning America 7-9a :30 DSCC12wI04TH \$1,00 SWISN F 10/12/12 7:26 AM Good Morning America 7-9a :30 DSCC12wI04TH \$1,00 SWISN F 10/12/12 7:26 AM Good Morning America 7-9a :30 DSCC12wI04TH \$1,00 SWISN F 10/15/12 10/21/12 7-WIFF 4 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID F 10 WISN Tu 10/16/12 7:59 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 SWISN W 10/17/12 8:47 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 SWISN W 10/17/12 8:47 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 SWISN W 10/17/12 8:49 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 SWISN W 10/19/12 8:29 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 SWISN W 10/22/12 10/28/12 7-TWTF 5 \$1,000.00 Spots: # Ch Day Air Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 7-TWTF 5 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID F 10/28/12 8:54 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 Start/End Time Length Ad-ID F 10/28/12 8:54 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 Start/End Time Length Ad-ID F 10/28/12 8:54 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 Start/End Time Start/End Tim		\$1,000.			-	-							
4 WISN Th		\$1,000.			12wI04TH	DSCC12	:30	7-9a	lorning America	8:41 AM Good M	10/10/12	SN W 1	6 V
S WISN F 10/12/12 7:26 AM Good Morning America 7-9a :30 DSCC12WI04TH \$1,000		\$1,000.							-		10/11/12	SN Th 1	4 V
Weeks: Start Date 10/15/12 End Date 10/15/12 MTWTFSS - TWTF Spots/Week \$1,000.00 Rate \$1,000.00 Spots: # Ch Day Air Date 10 WISN Tu 10/16/12 Air Time Description Description Start/End Time Length Ad-ID 19 Start/End Time Length Ad-ID 10 WISN Tu 10/16/12 10/16/12 7:59 AM Good Morning America T-9a 30 DSCC12w105TH \$1,000.00		\$1,000.							-				
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Fermion Start/End Time Length Ad-ID Start/End Time Start/End Time Length Ad-ID Start/End Time Start/	J. 00	ψ1,000.				-			-				
10 WISN Tu 10/16/12 7:59 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 PWISN W 10/17/12 8:47 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 PWISN W 10/17/12 8:47 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 PWISN Th 10/18/12 7:55 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 PWISN F 10/19/12 8:29 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 PWISN F 10/19/12 8:29 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 PWISN PW								\$1,000.00	4	/12 -TWTF	10/21/	10/15/12	
9 WISN W 10/17/12 8:47 AM Good Morning America 7-9a :30 pscc12w105TH \$1,00 8 WISN Th 10/18/12 7:55 AM Good Morning America 7-9a :30 pscc12w105TH \$1,00 11 WISN F 10/19/12 8:29 AM Good Morning America 7-9a :30 pscc12w105TH \$1,00 Weeks: Start Date End Date MTWTFSS Spots/Week	ate T	<u>Rat</u>			2	Ad-ID	Length	Start/End Time	<u>tion</u>	Air Time Descrip	Air Date	<u>Day A</u>	Spots: # 0
8 WISN Th 10/18/12 7:55 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 11 WISN F 10/19/12 8:29 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 -TWTF 5 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID F 12 WISN Tu 10/23/12 8:54 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 13 WISN W 10/24/12 8:50 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 14 WISN Th 10/25/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 16 WISN Th 10/25/12 8:56 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am -TWTF :30 2 \$450.00 NM	0.00	\$1,000.			12WI05TH	DSCC12	:30	7-9a	orning America	7:59 AM Good M	10/16/12	SN Tu 1	10 V
11 WISN F 10/19/12 8:29 AM Good Morning America 7-9a :30 DSCC12wI05TH \$1,00 Weeks: Start Date 10/22/12 10/28/12 -TWTF 5 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID F12 WISN Tu 10/23/12 8:54 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 13 WISN W 10/24/12 8:50 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 14 WISN Th 10/25/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 16 WISN Th 10/25/12 8:56 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 1	0.00	\$1,000.			12wi05th	DSCC12	:30	7-9a	orning America	8:47 AM Good M	10/17/12	SN W 1	9 V
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS - TWTFFFF Spots/Week 51,000.00 Rate 51,000.00 Spots: # Ch Day Air Date 12 WISN Tu 10/23/12 Air Time Description 12 WISN Tu 10/23/12 Start M Good Morning America 17-9a 130 DSCC12wI06TH 11,000 \$1,000 13 WISN W 10/24/12 8:50 AM Good Morning America 17-9a 130 DSCC12wI06TH 11,000 \$1,000 14 WISN Th 10/25/12 8:43 AM Good Morning America 17-9a 130 DSCC12wI06TH 11,000 \$1,000 16 WISN Th 10/25/12 8:56 AM Good Morning America 17-9a 130 DSCC12wI06TH 11,000 \$1,000 15 WISN F 10/26/12 8:43 AM Good Morning America 17-9a 130 DSCC12wI06TH 11,000 \$1,000 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am 17WTFFF 130 2 \$450.00 NM Weeks: Start Date 10 Date 1	0.00	\$1,000.						7-9a	orning America	7:55 AM Good M	10/18/12	SN Th 1	8 V
10/22/12 10/28/12 -TWTF 5 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Fig. 12 WISN Tu 10/23/12 8:54 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,000	0.00	\$1,000.			12wI05TH	DSCC12	:30	7-9a	-				11 V
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID F 12 WISN Tu 10/23/12 8:54 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 13 WISN W 10/24/12 8:50 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 14 WISN Th 10/25/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 16 WISN Th 10/25/12 8:56 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am -TWTF :30 Z \$450.00 NM Weeks: Start Date End Date MTWTESS Spots/Week													Weeks:
12 WISN Tu 10/23/12 8:54 AM Good Morning America 7-9a :30 DSCC12w106TH \$1,00 13 WISN W 10/24/12 8:50 AM Good Morning America 7-9a :30 DSCC12w106TH \$1,00 14 WISN Th 10/25/12 8:43 AM Good Morning America 7-9a :30 DSCC12w106TH \$1,00 16 WISN Th 10/25/12 8:56 AM Good Morning America 7-9a :30 DSCC12w106TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12w106TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12w106TH \$1,00 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am -TWTF :30 2 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate	ate Ty	Rat)	Ad-ID	Lenath	•	tion				Spots: # C
13 WISN W 10/24/12 8:50 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 14 WISN Th 10/25/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 16 WISN Th 10/25/12 8:56 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:45 WISN F 10/26/12 8:45 WISN F 10/26/12 8:45 WISN F 10/26/12 8:45 WISN F 10/26/12 8:45 WISN F 10/26/12 8:45 WISN F 10/26/12		\$1,000.0						· · · · · · · · · · · · · · · · · · ·					. –
14 WISN Th 10/25/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 16 WISN Th 10/25/12 8:56 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am -TWTF :30 2 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate		\$1,000.			12wi06TH	DSCC12	:30	7-9a	-		0/24/12	SN W 1	13 V
16 WISN Th 10/25/12 8:56 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am -TWTF :30 2 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate		\$1,000.			12WIO6TH	DSCC12	:30		_		0/25/12		
15 WISN F 10/26/12 8:43 AM Good Morning America 7-9a :30 DSCC12wI06TH \$1,00 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am -TWTF :30 2 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate		\$1,000.0							•				
Weeks: Start Date End Date MTWTFSS Spots/Week Rate		\$1,000.0							-				
			NM	450.00	2 \$	2	:30	-TWTF	9-10am	WITH KELLY!	LIVE	11/02/12	10/02/12
10/01/12 10/0//12 -TWTF 2 \$450.00													Weeks:
	ate Ty	_			_								0



INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1533

ne Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
17 10/02/12	11/02/12	LIVE WITH KELLY!	9-10am	-TWTF	:30	2	\$450.00	NM	
Spots: # Cl	n Day Ai	ir Date Air Time Des	cription	Start/End Time	Length	Ad-ID			Rate Typ
			E WITH KELLY!	9-10am		DSCC12W	103тн		\$450.00 Ni
2 W	ISN Th 10	0/04/12 9:29 AM LIVE	E WITH KELLY!	9-10am	:30	DSCC12W	103тн		\$450.00 NI
Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 -TWTF		<u>Rate</u> \$450.00					
Spots: <u>#</u> Ch				Start/End Time	Length	Ad-ID			Rate Typ
			E WITH KELLY!	9-10am		DSCC12W			\$450.00 N
4 WI Weeks:			E WITH KELLY!	9-10am	:30	DSCC12W	104тн		\$450.00 N
vveeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 -TWTF		<u>Rate</u> \$450.00					
Spots: # Ch			-	Start/End Time	Length	Ad-ID			Rate Type
. –			WITH KELLY!	9-10am		DSCC12W	I05TH		\$450.00 NN
7 WI	SN Th 10	0/18/12 9:43 AM LIVE	WITH KELLY!	9-10am	:30	DSCC12W	105тн		\$450.00 NA
5 WI	SN F 10)/19/12 9:38 AM LIVE	WITH KELLY!	9-10am	:30	DSCC12W	I 05ТН		\$450.00 NA
Weeks:	Start Date		- main	<u>Rate</u>					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
0 , "0,	10/22/12	10/28/12 -TWTF	=	\$450.00					
Spots: # Ch				Start/End Time	<u>Length</u>				Rate Type
			WITH KELLY!	9-10am		DSCC12W			\$450.00 NN
			WITH KELLY!	9-10am		DSCC12W			\$450.00 NN
8 771	SN Th 10	/25/12 9:55 AM LIVE	WITH KELLY!	9-10am	:30	DSCC12W	106ТН		\$450.00 NN
18 10/26/12	10/26/12	2020	Fri 9-10p	1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121		<u>Rate</u> \$3,000.00					
Spots: # Ch	Day Air	r Date Air Time Desc	cription	Start/End Time	Length	Ad-ID			Rate Type
1 WI		/26/12 2020)	Fri 9-10p	:00				\$3,000.00 NA
9 10/08/12	11/05/12	45.3,45.4,45.5 Dancing	Prime Other	1	:30	1	\$5,000.00	NM	
· 10,00,12				***		•	45,000.00	14191	
Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 1	-	<u>Rate</u> \$5,000.00					
Spots: # Ch	<u>Day Air</u>	<u>Date</u> <u>Air Time</u> <u>Desc</u>	cription	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
1 WI:		/08/12 7:45 PM Dand	•	Prime Other	:30	DSCC12w	103тн		\$5,000.00 NN
Weeks:	Start Date	End Date MTWTFSS 10/21/12 1	Spots/Week	Rate					
Cnoto: # Ch	10/15/12]	\$5,000.00	1	4 -L 1D			-
		<u>Date</u> <u>Air Time</u> <u>Desc</u> /15/12 8:39 PM Danc		Start/End Time	<u>Length</u>	DSCC12w	TOATU		Rate Type
Spots: # Ch				Prime Other	.30				
2 WIS			_	Prime Other Rate	:30	DJCCIZW.	104111		\$5,000.00 NM
	Start Date 10/22/12		Spots/Week	<u>Rate</u>	:30	DJCCIZ#.	104111		\$5,000.00 NM
2 WI	Start Date 10/22/12	End Date MTWTFSS 10/28/12 1	Spots/Week 1		:30 <u>Length</u>		104111		,
2 WIS Weeks: Spots: <u>#</u> Ch	Start Date 10/22/12 Day Air SN <i>M</i> 10	End Date MTWTFSS 10/28/12 1 Date Air Time Desc /22/12 Dand	Spots/Week 1 cription	<u>Rate</u> \$5,000.00		<u>Ad-1D</u>			Rate Type
2 Wis Weeks: Spots: # Ch 3 Wis	Start Date 10/22/12 <u>Day Air</u> SN <i>M</i> 10, See MG SN <i>M</i> 10,	End Date MTWTFSS 10/28/12 1 Date Air Time Desc 19.6 /22/12 Danc 1/22/12 Danc 1/22/12 Danc 1/22/12 Danc 1/22/12	Spots/Week 1 pription cing	Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p	<u>Length</u>	<u>Ad-ID</u>	204111		<u>Rate Type</u> \$5,000.00 NM
2 WIS Weeks: Spots: # Ch 3 WIS	Start Date 10/22/12 <u>Day Air</u> SN <i>M</i> 10, See MG SN <i>M</i> 10,	End Date MTWTFSS 10/28/12 1 Date Air Time Desc /22/12 Dano 19.6 Desc	Spots/Week 1 pription cing	Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p	Length :00	<u>Ad-ID</u>	\$4,000.00	NM	<u>Rate Type</u> \$5,000.00 NM
2 Wis Weeks: Spots: # Ch 3 Wis	Start Date 10/22/12 Day Air SN M 10. See MG SN M 10. See MG 10/29/12 Start Date	End Date MTWTFSS 10/28/12 1 Date Air Time Desc /22/12 Danc 19.6 /22/12 Danc 34.6,34.7,34.8,34.9,34. Castle End Date MTWTFSS	Spots/Week 1 cription cing cing 10,34.11,34.12,34.13,3	Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p 4.14	<u>Length</u> :00	Ad-ID		NM	<u>Rate</u> <u>Type</u> \$5,000.00 NM
2 WIS Weeks: Spots: # Ch 3 WIS 6 WIS 0 10/22/12 Weeks:	Start Date 10/22/12 Day Air SN M 10. See MG SN M 10. See MG 10/29/12 Start Date 10/22/12	End Date MTWTFSS 10/28/12 1 Date Air Time Desc 19.6 /22/12 Danc 34.6,34.7,34.8,34.9,34. Castle End Date MTWTFSS 10/28/12 1	Spots/Week 1 cription cing cing 10,34.11,34.12,34.13,3 Mon 9-10p Spots/Week 1	Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p 4.14 1 Rate \$4,000.00	Length :00	Ad-ID 1		NM	Rate <u>Type</u> \$5,000.00 NM \$5,000.00 NM
2 WIS Weeks: Spots: # Ch 3 WIS 6 WIS 0 10/22/12 Weeks: Spots: # Ch	Start Date 10/22/12 Day Air SN M 10. See MG SN M 10. See MG 10/29/12 Start Date 10/22/12 Day Air	End Date MTWTFSS 10/28/12 1 Date Air Time Desc 19.6 /22/12 Danc 34.6,34.7,34.8,34.9,34. End Date MTWTFSS 10/28/12 1 Date Air Time Desc 10/28/12 1	Spots/Week 1 cription cing 10,34.11,34.12,34.13,3 Mon 9-10p Spots/Week 1 cription	Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p 4.14 1 Rate \$4,000.00 Start/End Time	:00 :30 Length	Ad-ID 1		NM	Rate Type \$5,000.00 NM \$5,000.00 NM
2 WIS Weeks: Spots: # Ch 3 WIS 6 WIS 20 10/22/12 Weeks: Spots: # Ch	Start Date 10/22/12 Day Air SN M 10. See MG SN M 10. See MG 10/29/12 Start Date 10/22/12 Day Air	End Date 10/28/12 1 Date Air Time Desc 19.6	Spots/Week 1 cription cing 10,34.11,34.12,34.13,3 Mon 9-10p Spots/Week 1 cription	Rate \$5,000.00 Start/End Time Prime Other Mon 7-8p 4.14 1 Rate \$4,000.00	Length :00	Ad-ID 1		NM	\$5,000.00 NM Rate Type \$5,000.00 NM \$5,000.00 NM Rate Type \$4,000.00 NM



DINVOICE A F

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

							Spots/				
Line Start	Date End Date	Descript	ion	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
21 10/06	5/12 11/03/12	Late Nev	ws Sa 10pm	10-1035p	1-	:30	1	\$600.00	NM		
Week	s: <u>Start Date</u> 10/01/12	End Date 10/07/12	<u>MTWTFSS</u>	Spots/Week 1	<u>Rate</u> \$600.00						
Spots	:#_Ch		ir Time Descri	•	Start/End Time	Lenath	Ad-ID			<u>Rate</u>	Tyne
,	1 WISN Sa 10	0/06/12 11	:22 PM Late N		10-1035p		DSCC12WIO	3тн		\$600.00	
Week	LR - Fo s: <u>Start Date</u> 10/08/12	otball End Date 10/14/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$600.00						
Spots	:#Ch <u>Day Ai</u>		r Time Descri	otion .	Start/End Time	Length	Ad-ID			Rate	Туре
	2 WISN Sa 10		:53 PM Late N	•	10-1035p	:30	DSCC12WIO	4ТН		\$600.00	NM
Week	s: <u>Start Date</u> 10/15/12	End Date 10/21/12	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$600.00						
Spots	: <u>#</u> Ch <u>Day Ai</u>		r Time Descri	•	Start/End Time	Length	Ad-ID			Rate	Type
	3 WISN Sa 10 LR - Fo)/20/12 11 otball	:32 PM Late N		10-1035p	:30	DSCC12WIO	5тн		\$600.00	
Week:	s: <u>Start Date</u> 10/22/12	End Date 10/28/12	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$600.00						
Spots:	: # Ch <u>Day Ai</u>		r Time Descrip	otion	Start/End Time	Length	Ad-ID			<u>Rate</u>	Type
	4 WISN Sa 10	/27/12 11:	:00 PM Late N		10-1035p	:30	DSCC12WI0	6тн		\$600.00	
	LR - Fo	otball									
22 10/13	/12 10/13/12	College F	ootball Game	#2230p-6p	1-	:30	1	\$6,500.00	NM		,
Weeks	s: <u>Start Date</u> 10/08/12	End Date 10/14/12	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$6,500.00				***************************************		
Snots	: <u>#</u> Ch <u>Day Ai</u>		r Time Descrip	•	Start/End Time	Length	AdJID			Rate -	Typo
	2 WISN Sa 10			Football BADGER	230p-6p		DSCC12WIO	Зтн		\$6,500.00	
		22.1 10/13									
	1 WISN Sa 10 See MG		College	Football Game #2	230р-6р	:00				\$6,500.00	NM
23 10/06	/12 11/03/12	News Sa	6p-630p	6-630pm	1-	:30	1	\$500.00	NM		
Weeks	s: <u>Start Date</u> 10/01/12	End Date 10/07/12	<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Spots:	# Ch <u>Day Ai</u>		Time Descrip		Start/End Time	<u>Length</u>				Rate	
T PARAMATAN		/05/12 10: I5.1,23.1	41 PM Late No	ews 1030PM	1030p-11p	:30	DSCC1ZWI0	ЗТН		\$1,350.00	NM
	1 WISN Sa 10 See MG		News S	Sa 6p-630p	6-630pm	:00	•			\$500.00	NM
Weeks	s: <u>Start Date</u> 10/08/12	End Date 10/14/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Spots:	# Ch Day Air				Ψ200.00						
	<u> </u>	<u>Date</u> <u>Air</u>	Time Descrip	<u>otion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate]	<u> Type</u>
l	7 WISN W 10	/10/12 10:	53 PM Late Ne			-	Ad-ID DSCC12WIO	4тн		Rate] \$1,500.00	
	7 WISN W 10 MG for 2 9 WISN Th 10	/10/12 10: 25.2,2.4,27.1 /11/12 10:	53 PM Late No ,27.2,2.3,23.2 52 PM Late No	ews 1030PM	Start/End Time	:30					NM
	7 WISN W 10 MG for 2 9 WISN Th 10 MG for 2 8 WISN F 10	/10/12 10: 25.2,2.4,27.1 /11/12 10: 25.2,2.4,27.1 /12/12 10:	53 PM Late Ne ,27.2,2.3,23.2 52 PM Late Ne ,27.2,2.3,23.2 44 PM Late Ne	ews 1030PM	Start/End Time 1030p-11p	:30	DSCC12WIO	4TH		\$1,500.00	NM NM
	7 WISN W 10 MG for 2 9 WISN Th 10 MG for 2 8 WISN F 10 MG for 2 2 WISN Sa 10	/10/12 10: 25.2,2.4,27.1 /11/12 10: 25.2,2.4,27.1 /12/12 10: 25.2,2.4,27.1 /13/12	53 PM Late Ne ,27.2,2.3,23.2 52 PM Late Ne ,27.2,2.3,23.2 44 PM Late Ne ,27.2,2.3,23.2 News S	ews 1030PM	<u>Start/End Time</u> 1030p-11p 1030p-11p	:30	DSCC12WIO DSCC12WIO DSCC12WIO	4TH		\$1,500.00 \$1,500.00	NM NM NM
	7 WISN W 10 MG for 2 9 WISN Th 10 MG for 2 8 WISN F 10 MG for 2 2 WISN Sa 10 See MG	/10/12 10: 25.2,2.4,27.1 /11/12 10: 25.2,2.4,27.1 /12/12 10: 25.2,2.4,27.1 /13/12 23.7,23.8,23 /13/12 8:	53 PM Late No.,27.2,2.3,23.2 52 PM Late No.,27.2,2.3,23.2 44 PM Late No.,27.2,2.3,23.2 News S 3.9,23.10 45 PM Prime N	ews 1030PM ews 1030PM ews 1030PM Sa 6p-630p	Start/End Time 1030p-11p 1030p-11p 1030p-11p	:30 :30 :30	DSCC12WIO DSCC12WIO DSCC12WIO	4тн 4тн		\$1,500.00 \$1,500.00 \$1,500.00	NM NM NM
	7 WISN W 10 MG for 2 9 WISN Th 10 MG for 2 8 WISN F 10 MG for 2 2 WISN Sa 10 See MG 10 WISN Sa 10 MG for 2	/10/12 10: 25.2,2.4,27.1 /11/12 10: 25.2,2.4,27.1 /12/12 10: 25.2,2.4,27.1 /13/12 23.7,23.8,23 /13/12 8: 25.2,2.4,27.1	53 PM Late Ne ,27.2,2.3,23.2 52 PM Late Ne ,27.2,2.3,23.2 44 PM Late Ne ,27.2,2.3,23.2 News S 3.9,23.10	ews 1030PM ews 1030PM ews 1030PM Sa 6p-630p	Start/End Time 1030p-11p 1030p-11p 1030p-11p 6-630pm	:30 :30 :30	DSCC12WIO DSCC12WIO	4тн 4тн		\$1,500.00 \$1,500.00 \$1,500.00 \$500.00	NM NM NM
1 Weeks Spots:	7 WISN W 10 MG for 2 9 WISN Th 10 MG for 2 8 WISN F 10 MG for 2 2 WISN Sa 10 See MG 10 WISN Sa 10 MG for 2 5: Start Date 10/15/12 # Ch Day Air	/10/12 10: 25.2,2.4,27.1 /11/12 10: 25.2,2.4,27.1 /12/12 10: 25.2,2.4,27.1 /13/12 /23.7,23.8,23 /13/12 8: 25.2,2.4,27.1 End Date 10/21/12 Date Air	53 PM Late No.,27.2,2.3,23.2 52 PM Late No.,27.2,2.3,23.2 44 PM Late No.,27.2,2.3,23.2 News S.3.9,23.10 45 PM Prime N.,27.2,2.3,23.2 MTWTFSS1- Time Descrip	ews 1030PM ews 1030PM ews 1030PM Sa 6p-630p Nascar Spots/Week 1	Start/End Time 1030p-11p 1030p-11p 1030p-11p 6-630pm M-Su 6-1030PM Rate \$500.00 Start/End Time	:30 :30 :30 :00 :30	DSCC12WIO DSCC12WIO DSCC12WIO	4тн 4тн 4тн		\$1,500.00 \$1,500.00 \$1,500.00 \$500.00 \$900.00	NM NM NM NM
1 Weeks Spots:	7 WISN W 10 MG for 2 9 WISN Th 10 MG for 2 8 WISN F 10 MG for 2 2 WISN Sa 10 See MG 10 WISN Sa 10 MG for 2 5: Start Date 10/15/12 # Ch Day Air 3 WISN Sa 10	/10/12 10: 25.2,2.4,27.1 /11/12 10: 25.2,2.4,27.1 /12/12 10: 25.2,2.4,27.1 /13/12 23.7,23.8,23 /13/12 8: 25.2,2.4,27.1 End Date 10/21/12 Date Air /20/12 6:	53 PM Late No.,27.2,2.3,23.2 52 PM Late No.,27.2,2.3,23.2 44 PM Late No.,27.2,2.3,23.2 News S 3.9,23.10 45 PM Prime N.,27.2,2.3,23.2 MTWTFSS1-	ews 1030PM ews 1030PM ews 1030PM Sa 6p-630p Nascar Spots/Week 1	Start/End Time 1030p-11p 1030p-11p 1030p-11p 6-630pm M-Su 6-1030PM Rate \$500.00	:30 :30 :30 :00 :30	DSCC12WIO DSCC12WIO DSCC12WIO	4тн 4тн 4тн		\$1,500.00 \$1,500.00 \$1,500.00 \$500.00 \$900.00	NM NM NM NM



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
23 10/06/12	11/03/12	News Sa 6p-630	p 6-630pm	1-	:30	1	\$500.00	NM	
Spots: # 0 4 V	VISN Sa 10	Date Air Time /27/12 45.3,45.4,45.5	Description News Sa 6p-630p	Start/End Time 6-630pm	<u>Lengtl</u>	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$500.00 NM
24 10/13/12	11/03/12	Sa 458-6a	456-6AM	1-	:30	1	\$200.00	NM	
Weeks:	Start Date 10/08/12	End Date MTW1		<u>Rate</u> \$200.00				,,,,,,,,	
		/13/12 5:39 AM End Date MTWT		Start/End Time 456-6AM <u>Rate</u>		<u>1 Ad-ID</u>) DSCC12WI(04тн		<u>Rate Type</u> \$200.00 NM
Spots: # 0 2 V Weeks:	10/15/12 Ch <u>Day Air</u> VISN Sa 10/ Start Date	/20/12 5:39 AM	Description Sa 458-6a	\$200.00 Start/End Time 456-6AM Rate		<u>1 Ad-ID</u>) DSCC12WIG	05тн		<u>Rate</u> <u>Type</u> \$200.00 NM
Spots: # 0	10/22/12	10/28/12 Date <u>Air Time</u>		\$200.00 <u>Start/End Time</u> 456-6AM		<u>Ad-ID</u> DSCC12w16	Э6тн		<u>Rate</u> <u>Type</u> \$200.00 NM
25 10/06/12	11/03/12	News Sa 6p-630	p 6-630pm	1-	:30	1	\$700.00	NM	
Weeks:	10/01/12	End Date MTWT 10/07/12	-1- 1	<u>Rate</u> \$700.00					
Spots: # C 1 V Weeks:	th <u>Day Air</u> VISN Sa 10/ Start Date 10/08/12	06/12 6:28 PM I	News Sa 6p-630p FSS Spots/Week	<u>Start/End Time</u> 6-630pm <u>Rate</u> \$700.00		<u>1 Ad-ID</u>) DSCC12WI(Э3тн		<u>Rate Type</u> \$700.00 NM
Spots: <u>#</u> C 2 W	ch <u>Day Air</u> VISN Sa 10/	Date Air Time	<u>Description</u> Vews Sa 6p-630p 0	Start/End Time 6-630pm	<u>Length</u> :00	n <u>Ad-ID</u> O			<u>Rate</u> <u>Type</u> \$700.00 NM
	10/15/12 th <u>Day Air</u> VISN Sa 10/ See <i>MG</i>	20/12 34.6,34.7,34.8,34.9	-1- 1 <u>Description</u> News Sa 6p-630p ,34.10,34.11,34.12,34.13,		<u>Lengtl</u> :00	<u>Ad-ID</u> O			<u>Rate</u> <u>Type</u> \$700.00 NM
Weeks: Spots: <u>#</u> C 4 W	/ISN Sa 10/	10/28/12 <u>Date Air Time</u> [-1- 1	Rate \$700.00 <u>Start/End Time</u> 6-630pm	Length :00	n <u>Ad-ID</u> O			<u>Rate</u> <u>Type</u> \$700.00 NM
26 10/06/12	11/03/12	Sat GMA	6-7a	1-	:30	1	\$600.00	NM	
Weeks: Spots: <u>#</u> C 1 W Weeks:	/ISN Sa 10/6 Start Date	06/12 6:54 AM 5 End Date MTWT	-1- 1 Description Sat GMA FSS Spots/Week	Rate \$600.00 <u>Start/End Time</u> 6-7a <u>Rate</u>		1 <u>Ad-ID</u>) DSCC12WI(ЭЗТН		<u>Rate</u> <u>Type</u> \$600.00 NM
Spots: <u>#</u> C 2 W Weeks:	10/08/12 h <u>Day Air</u> /ISN Sa 10/ <u>Start Date</u> 10/15/12	13/12 6:39 AM 5	Description Sat GMA FSS Spots/Week	\$600.00 <u>Start/End Time</u> 6-7a <u>Rate</u> \$600.00		<u>Ad-ID</u>) DSCC12WIC)4тн		<u>Rate</u> <u>Type</u> \$600.00 NM
Spots: <u>#</u> C 3 W Weeks:	h <u>Day Air</u> /ISN Sa 10/2 <u>Start Date</u> 10/22/12	<u>Date</u> <u>Air Time</u> <u>[</u> 20/12 6:48 AM 5	Sat GMA FSS Spots/Week	Start/End Time 6-7a Rate \$600.00	_	<u>Ad-ID</u>) DSCC12WIC)5тн		<u>Rate Type</u> \$600.00 NM
Spots: # C				Start/End Time	<u>Length</u>	Ad-ID			Rate Type



Weeks:

Start Date End Date

MTWTFSS

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

DICE
Invoice # Invoice

939457-1

Invoice Date Invoice Month
10/28/12 October 2012

Invoice Period 10/01/12 - 10/28/12

Advertiser Product Estimate Number

Democratic Senatorial Cam DSCC-IE 1533

Line Start Date End Date Description Start/End Time MTWTFSS Length Week Rate Type 26 10/06/12 11/03/12 Sat GMA 6-7a 1- :30 1 \$600.00 NM Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WISN Sa 10/27/12 6:49 AM Sat GMA 6-7a :30 DSCC12wI06TH \$600.00 NM 27 10/20/12 11/03/12 SA 630-7p 630p-7p 1- :30 1 \$500.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/15/12 10/21/12 1- 1 \$500.00 Spots: # Ch Day Air Time Description Start/End Time Length Ad-ID Rate Type	www.	wisn.com						Spots/			
Spots: # Ch	Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	•	Rate	Type	
A WISN Sa 10/27/12 54.9 AM Sat GMA G-7a 30 BSCC124/1057H \$600.00 NM	26	10/06/12	11/03/12	Sat GMA	6-7a	1-	:30	1	\$600.00	NM	
Weeks: Start Date End Date MTNTESS Spots/Week Start Date Start Da		. –									Rate Type
Weeks: Start Date End Date MTNTFSS Spots/Week S500.00 Start/End Time S500.00		4 W	ISN Sa 10	/27/12 6:49 AM	Sat GMA	6-7a	:30) DSCC12W	106ТН		\$600.00 NM
Solidary Color C	27	10/20/12	11/03/12	SA 630-7p	630p-7p	1-	:30	1	\$500.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Color See MG 23.7.23 8.23 9.23.10		Weeks:			_		***************************************				
28 10/13/12 10/27/12 Sat 630-7p 630-7p 1 :30 1 \$1,000.00 NM						Start/End Time	<u>Lengtl</u>	Ad-ID			Rate Type
Weeks: Start Date End Date MTWTESS Spots/Week 1		1 W				630p-7p	:00)			\$500.00 NM
1006/12 1074/12	28	10/13/12	10/27/12	Sat 630-7p	630-7p	1-	:30	1	\$1,000.00	NM	
Spots: #Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Start/End Time Length Ad-ID Start/End Time Length Ad-ID Start/End Time Length Ad-ID Rate Type Start/End Time Sta		Weeks:			FSS Spots/Week						
A WISN W A WID		Spots: # Ch					Length	Ad-ID			Rate Type
Weeks Start Date End Date MTWTFSS Spots/Week Tologo Start/End Time Length Ad-ID Rate Type Ty		1 WI			Sat 630-7p	630-7p	:00)			\$1,000.00 NM
Weeks: Start Date End Date TIVITESS Spots/Week Start Date College Footbal T-1030p T-1030		4 WI			Jimmy Kimmel	1130-1230a	:30) DSCC12W	105тн		\$500.00 NM
Tol/22/12 Tol/28/12 Tol/28/12 Tol/28/12 Tol/28/12 Tol/28/12 Tol/28/12 Tol/28/12 Tol/28/12 Sat 630-7p		3 WI	SN Th 10. MG for 2	/18/12 12:16 AM . 28.1 10/13	Jimmy Kimmel	1130-1230a	:30) DSCC12W:	105тн		\$500.00 NM
Spots: # Ch		Weeks:									
See MG 45.3,45.4,45.5 See MG 45.4,45.5 See		. –				Start/End Time	Length	Ad-ID			Rate Type
Weeks: Start Date End Date MTWTFSS Spots/Week Rate Start/End Time Length Ad-ID Rate Type Start/End Time Length Ad-ID Rate Type Start/End Time Length Ad-ID Start/End Time Length Ad-ID Start/End Time Length Ad-ID Start/End Time Length Ad-ID Rate Type Start/End Time Length Ad-ID Start/End Time Le		2 WI			Sat 630-7p	630-7p	:00)			\$ 1,000.00 NM
Total Tota	29	10/06/12	10/20/12	ABC Prime Colle	ge Footb7-1030p	1-	:30	1	\$1,000.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type		Weeks:									
Weeks: Start Date Involved											Rate Type
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type Start/End Time Length Ad-ID Start/End Time Start/						•	:30	DSCC12W	103тн		\$1,000.00 NM
3 WISN Sa 10/20/12 9:17 PM ABC Prime College Footbal 2 WISN Sa 10/20/12 10:07 PM ABC Prime College Footbal 7-1030p :30 DSCC12wI05TH \$1,000.00 NM \$1,		Piccito.	10/15/12	10/21/12	-2- 2						
2 WISN Sa 10/20/12 10:07 PM ABC Prime College Footbal 7-1030p :30 DSCC12wI05TH \$1,000.00 NM 30 10/13/12 11/03/12 News Sat 7-9a 7-9am1- :30 1 \$450.00 NM Weeks: Start Date 10/08/12 10/14/121- 1 \$450.00 Spots: # Ch Day Air Date Air Time Description Start/End Time 10/15/12 10/21/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/02/12 7:55 AM News Sat 7-9a 7-9am :30 DSCC12wI05TH \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/02/12 10/28/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/02/12 10/28/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/02/12 10/28/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/02/12 10/28/121- 1 \$450.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/02/12 10/028/121- 1 \$450.00 NM									r05=11		
30 10/13/12 11/03/12 News Sat 7-9a 7-9am 1- :30 1 \$450.00 NM					-	•					
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	30	10/13/12						1		NM	V1,000.00 141VI
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type		Weeks:	Start Date			Rate					
1 WISN Sa 10/13/12 7:29 AM News Sat 7-9a 7-9am :30 DSCC12wI04TH \$450.00 NM		04			-1- 1	\$450.00					
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS1 Spots/Week \$450.00 Rate \$450.00 Spots: # Ch									г04тн		
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WISN Sa 10/20/12 7:55 AM News Sat 7-9a 7-9am :30 DSCC12wI05TH \$450.00 NM Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS Spots/Week 7450.00 Rate 2450.00 *** <t< td=""><td></td><td></td><td>Start Date</td><td>End Date MTWT</td><td>FSS Spots/Week</td><td><u>Rate</u></td><td>.00</td><td></td><td></td><td></td><td>0400.00 14W</td></t<>			Start Date	End Date MTWT	FSS Spots/Week	<u>Rate</u>	.00				0400.00 14W
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS 21 Spots/Week 3450.00 Rate \$450.00 Spots: # Ch			<u>Day Air</u>	Date Air Time I		Start/End Time					Rate Type
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type							:30	DSCC12WI	:05тн		\$450.00 NM
3 WISN Sa 10/27/12 7:57 AM News Sat 7-9a 7-9am :30 DSCC12wT06TH \$450.00 NM 31 10/07/12 11/04/12 Late News 10pm 10p-1030p1 :30 1 \$1,600.00 NM											
31 10/07/12 11/04/12 Late News 10pm 10p-1030p1 :30 1 \$1,600.00 NM		•						-	rACm.		
											\$450.00 NM
				<u> </u>		1	:30	1	\$1,600.00	NM	

<u>Rate</u>

Spots/Week



DIFINOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
31	10/07/12	11/04/12	Late News 10pm	10p-1030p	1	:30	1	\$1,600.00	NM	
		10/01/12	10/07/121	1	\$1,600.00					
		<u>Day Air</u>			Start/End Time	***************************************	th Ad-ID			Rate Type
	1 WI Weeks:	SN Su 10/ Start Date 10/08/12		Spots/Week	10p-1030p <u>Rate</u> \$1,600.00	:3	30 DSCC12W	103тн		\$1,600.00 NM
	Spots: # Ch			<u>cription</u>	Start/End Time	Lengt	th Ad-ID			Rate Type
	2 WI	SN Su 10/ See MG	31.6	News 10pm	10p-1030p	:0	00			\$1,600.00 NM
	6 WI	SN M 10/ MG for 3	/15/12 5:55 PM Worl 1.2,15.4	ld News Tonight	M-Su 530-6p	:3	O DSCC12w	104тн		\$2,450.00 NM
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/121		<u>Rate</u> \$1,600.00					
	Spots: # Ch				Start/End Time	<u>Lengt</u>	th Ad-ID			Rate Type
			21/12 10:16 PM Late	•	10p-1030p	:3	0 DSCC12w	105тн		\$1,600.00 NM
		10/22/12	End Date MTWTFSS 10/28/121		<u>Rate</u> \$1,600.00					
	Spots: # Ch				Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
	4 WIS	SN Su 10/	28/12 10:14 PM Late	News 10pm	10p-1030p	:3	O DSCC12W	106тн		\$1,600.00 NM
32	10/14/12	11/04/12	Late News SU 1030F	PM 1030p-11p	1	:30	1	\$950.00	NM	
		Start Date 10/08/12	End Date MTWTFSS 10/14/121		<u>Rate</u> \$950.00					
	Spots: # Ch	Day Air		cription	Start/End Time	Lengt	h Ad-ID			Rate Type
		SN Su 10/		News SU 1030PM	1030p-11p	:3	O DSCC12W	г04тн		\$950.00 NM
		Start Date 10/15/12	End Date MTWTFSS 10/21/121	numbers	<u>Rate</u> \$950.00					
	Spots: # Ch			•	Start/End Time	Lengt	h Ad-ID			Rate Type
			21/12 10:50 PM Late		1030p-11p	:3	O DSCC12w	105тн		\$950.00 NM
		Start Date 10/22/12	End Date MTWTFSS 10/28/121		<u>Rate</u> \$950.00					
		Day Air		·	Start/End Time	Lenat	h Ad-ID			Rate Type
			28/12 10:59 PM Late		1030p-11p		O DSCC12W	г06тн		\$950.00 NM
33	10/14/12	11/04/12	Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	
		Start Date 10/08/12	End Date MTWTFSS 10/14/121		<u>Rate</u> \$200.00					
		Day Air		•	Start/End Time	Lenat	h Ad-ID			Rate Type
			14/12 5:20 AM Su 4		458-6AM		O DSCC12W	I04TH		\$200.00 NM
		Start Date 10/15/12	End Date MTWTFSS 10/21/121		<u>Rate</u> \$200.00					
	Spots: # Ch		Date Air Time Desc	<u>cription</u>	Start/End Time	-	h Ad-ID	-05		Rate Type
,	Weeks:	Start Date	21/12 5:56 AM Su 4: <u>End Date</u> <u>MTWTFSS</u> 10/28/121	Spots/Week	458-6AM <u>Rate</u>	:3	0 DSCC12W	10214		\$200.00 NM
	Spots: # Ch			,	\$200.00 Start/End Time	Lenat	h Ad-ID			Rate Type
	3 WIS	SN Su 10/2			458-6AM		0 DSCC12wi	г06тн		\$200.00 NM
34	10/07/12	11/04/12	News Sun 530pm	530-6p	1	:30	1	\$500.00	NM	,
1	Weeks:	Start Date 10/01/12	End Date MTWTFSS1		<u>Rate</u> \$500.00					
:		Day Air I		•	Start/End Time	<u>Leng</u> t	h Ad-ID			Rate Type
	1 WIS	N Su 10/0	07/12 5:51 PM News	Sun 530pm	530-6p		O DSCC12WI	с03тн		\$500.00 NM
1			End Date MTWTFSS 10/14/121	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00					



INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

							Spots/			
Line Start Da	ate End Da	ate Des	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
34 10/07/1:	2 11/04/1	2 New	s Sun 530pm	530-6p	1	:30	1	\$500.00	NM	
Spots: #		Air Date	<u> Air Time</u> Des		Start/End Time		h Ad-ID			Rate Type
	WISN Su			s Sun 530pm	530-6p	:3	O DSCC12WI	:04тн		\$500.00 NM
Weeks:	Start Da 10/15/12	<u>te End [</u> 2 10/21			<u>Rate</u> \$500.00					
Spots: #		Air Date	Air Time Des	•	Start/End Time	Lenat	h Ad-ID			Rate Type
	WISN Su			s Sun 530pm	530-6p	:0				\$500.00 NM
				10,34.11,34.12,34.13,	34.14					
		or 19.6,60.		,13.8,25.3,2.10,15.8,1	Thu 7-8p 5.6,46.1,3.5,5.4,20.2,34		O DSCC12WI	:06тн		\$3,400.00 NM
14			10:43 PM Late 1,11.9,42.2,49.2		M-F/Su 10p-11p 5.6,46.1,3.5,5.4,20.2,34		O DSCC12WI	:06тн		\$1,600.00 NM
Weeks:	<u>Start Da</u> 10/22/12	<u>te End D</u> 2 10/28			<u>Rate</u> \$500.00					
Spots: #		Air Date	Air Time Des		Start/End Time		h Ad-ID			Rate Type
4	WISN Su	10/28/12	5:38 PM New	s Sun 530pm	530-6p	:3	O DSCC12WI	:06тн		\$500.00 NM
35 10/07/12	2 11/04/1	2 Sun	GMA	6-7a	1	:30	1	\$400.00	NM	
Weeks:	Start Da 10/01/12	te <u>End D</u> 10/07/	<u> MTWTFSS</u> 12		<u>Rate</u> \$400.00					
Spots: #	Ch <u>Day</u>	Air Date	Air Time Desc		Start/End Time	Lengt	h Ad-ID			Rate Type
	WISN Su		6:30 AM Sun		6-7a	:3	O DSCC12WI	:03тн		\$400.00 NM
Weeks:	5tart Dai 10/08/12	te <u>End D</u> 10/14/			<u>Rate</u> \$400.00					
Spots: #		Air Date	Air Time Desc	•	Start/End Time	Lengt	h Ad-ID			Rate Type
2	WISN Su	10/14/12	5:59 AM Sun	GMA	6-7a	:3	O DSCC12WI	04ТН		\$400.00 NM
Weeks:	Start Dat 10/15/12	te End D			<u>Rate</u> \$400.00					
Spots: #		Air Date	Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
3	WISN Su		6:46 AM Sun		6-7a	:3	O DSCC12WI	05тн		\$400.00 NM
Weeks:	Start Dat 10/22/12	te End D 10/28/			<u>Rate</u> \$400.00					
Snots: #	Ch <u>Day</u>		Air Time Desc		Start/End Time	Lengt	h Ad-ID			Rate Type
	WISN Su		6:49 AM Sun		6-7a		O DSCC12WI	06тн		\$400.00 NM
36 10/21/12	10/21/1	2 Once		Sun 7-8p	1	-20		60.500.00		
						:30	1	\$2,500.00 	NM 	
Weeks:	Start Dat 10/15/12	e End D 10/21/			<u>Rate</u> \$2,500.00					
Spots: #	Ch <u>Day</u>		Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
			7:39 PM Once	•	Sun 7-8p	:3	O DSCC12WI	05ТН		\$2,500.00 NM
37 10/07/12	11/04/1	2 News	s Sun 7-9a	7-9am	1	:30	1	\$400.00	NM	
Weeks:	Start Dat 10/01/12	e <u>End D</u> 10/07/			<u>Rate</u> \$400.00					
Spots: #	Ch <u>Day</u>	Air Date	Air Time Desc	ription	Start/End Time		h Ad-ID	0.3		Rate Type
Weeks:		e End D		Sun 7-9a Spots/Week	7-9am <u>Rate</u>	:3	0 DSCC12WI	USTH		\$400.00 NM
Snote: #	10/08/12 Ch <u>Day</u>		Air Time Desc	ription	\$400.00 Start/End Time	Lengt	h Ad-ID			Rata Tuna
. –	WISN Su		8:14 AM News		7-9am		O DSCC12WI	04ТН		<u>Rate Type</u> \$400.00 NM
Weeks:		e End D	ate MTWTFSS	Spots/Week	Rate \$400.00	.0				1.30100 MM
Spots: #	Ch <u>Day</u>		Air Time Desc	•	Start/End Time	<u>Leng</u> t	h Ad-ID			Rate Type
	WISN Su	10/21/12	8:24 AM News	Sun 7-9a	7-9am		O DSCC12WI	05тн		\$400.00 NM
Weeks:	Start Date 10/22/12	e End D: 10/28/		Spots/Week 1	<u>Rate</u> \$400.00					
					ψπου.συ					

Rate Type



Line Start Date End Date

10/15/12

Day Air Date

Spots: # Ch

10/21/12

-1----

Air Time Description

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

Description

INVOICE

Start/End Time

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 939457-1
 10/28/12
 October 2012
 10/01/12 - 10/28/12

ine Start Date	End Date	Description	Starvend Time	MIWIFSS	Lengin	vveek	Rate	ı ype	
37 10/07/12	11/04/12	News Sun 7-9a	7-9am	1	:30	1	\$400.00	NM	
Spots: # Ch 4 WISN	Day <u>Air</u> N Su 10/			Start/End Time 7-9am		<u>n Ad-ID</u> D DSCC12v	wI06TH		<u>Rate</u> <u>Type</u> \$400.00 NM
38 10/14/12	11/04/12	This Week With Geo	rge \$930-1030am	1	:30	1	\$1,000.00	NM	
	tart Date 0/08/12	End Date MTWTFSS 10/14/121		<u>Rate</u> \$1,000.00					
Spots: # Ch	Day Air	Date Air Time Desc	ription	Start/End Time	Length	n Ad-ID			Rate Type
1 WISN	N Su 10/	14/12 10:23 AM This	Week With George St		:30	DSCC12v	VIO4TH		\$1,000.00 NM
39 10/09/12	10/23/12	DanceResults	Tue 7-8p	-1	:30	1	\$5,000.00	NM	
	tart Date 0/08/12	End Date MTWTFSS 10/14/12 -1	Spots/Week	<u>Rate</u> \$5,000.00					
Spots: # Ch	Day Air			Start/End Time	Length	Ad-ID			Rate Type
	Tu 10/0 See MG :	09/12 Dano	eResults	Tue 7-8p	:00				\$5,000.00 NM
4 WISN	Tu 10/0 MG for 40		S- Judges Analysis	Tue 7-8p	:30) DSCC12w	v104TH		\$2,500.00 NM
3 WISN	Tu 10/0 MG for 40		S Results	Tue 8-9p	:30) DSCC12W	VI04TH		\$5,000.00 NM
	tart <u>Date</u> 0/22/12	End Date MTWTFSS 10/28/12 -1	<u>Spots/Week</u> 1	<u>Rate</u> \$5,000.00					
Spots: # Ch	<u>Day Air l</u>		**	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
2 WISN	Tu 10/2	23/12 6:59 PM Danc	eResults	Tue 7-8p	:30) DSCC12w	итобтн		\$5,000.00 NM
40 10/02/12 1	10/09/12	HappyEnd	Tue 8-9p	-1	:30	1	\$2,500.00	NM	
		End Date MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$2,500.00			, , , , , , , , , , , , , , , , , , , ,		
Spots: # Ch	Day Air I		<u>ription</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
1 WISN	Tu 10/0 See MG 4		yEnd	Tue 8-9p	:00)			\$2,500.00 NM
3 WISN	Tu 10/0 See MG 4		S Results	Tue 8-9p	:00)			\$2,500:00 NM
4 WISN	Tu 10/0 MG for 40		S	Tue 7-8p	:30) DSCC12W	и103тн		\$2,500.00 NM
	tart Date 0/08/12	End Date MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$2,500.00					
Spots: # Ch	Day Air I	Date Air Time Descr	ription	Start/End Time	Length	Ad-ID			Rate Type
2 WISN	Tu 10/0 See MG 3		yEnd	Tue 8-9p	:00)			\$2,500.00 NM
41 10/02/12 1	0/30/12	PrivatePractice	Tue 9-10p	-1	:30	1	\$2,200.00	NM	
		End Date MTWTFSS 10/07/12 -1	Spots/Week 1	<u>Rate</u> \$2,200.00	* *************************************				
Spots: # Ch	Day Air D		iption	Start/End Time	Length	Ad-ID			Rate Type
. –	Tu 10/0 See MG 4	2/12 Privat	ePractice	Tue 9-10p	:00				\$2,200.00 NM
4 WISN	Th 10/0 MG for 41		lat	Thu 9-10p	:30	DSCC12W	и103тн		\$2,200.00 NM
	art Date		Spots/Week 1	Rate \$2,200,00					

\$2,200.00

Start/End Time

Length Ad-ID



Invoice #

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 939457-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatori	al CamDSCC-IE	1533

Line Start Dat	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
41 10/02/12	10/30/12	PrivatePractice	Tue 9-10p	-1	:30	1	\$2,200.00	NM	
Spots: # 0	Ch <u>Day A</u> NISN <i>Tu 10</i> Credite	0/16/12 Priv	scription vatePractice	Start/End Time Tue 9-10p	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			Rate <u>Type</u> \$2,200.00 NM
42 10/16/12	10/30/12	HappyEnd	Tue 8-9p	-1	:30	1	\$3,000.00	NM	
Weeks: Spots: # 0	Start Date 10/15/12 Ch <u>Day Ai</u> NISN <i>Tu</i> 10	10/21/12 -1 ir Date <u>Air Time</u> Des	- 1 scription	Rate \$3,000.00 Start/End Time Tue 8-9p	<u>Lengt</u>	h <u>Ad-ID</u>			Rate Type \$3,000,00 NM
Weeks: Spots: <u>#</u> 0 2 V	10/22/12 Ch <u>Day Ai</u> VISN <i>Tu 10</i>	End Date MTWTFS: 10/28/12 -1 r Date Air Time Des	- 1 cription pyEnd	Rate \$3,000.00 <u>Start/End Time</u> Tue 8-9p	<u>Lengt</u> :0	<u>h Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$3,000.00 NM
43 10/27/12	10/27/12	College Football Ga	me #2230p-6p	1-	:30	1	\$7,000.00	NM	
Weeks: Spots: # 0 1 V	10/22/12		- 1	<u>Rate</u> \$7,000.00 <u>Start/End Time</u> 230p-6p		<u>h Ad-ID</u> 0 DSCC12v	vI07TH		<u>Rate</u> <u>Type</u> \$7,000.00 NM
45 10/28/12	10/28/12	Sun 9-930A	9-930A	2	:30	2	\$225.00	NM	
	10/22/12 Ch <u>Day Ai</u> VISN Su 10 See MG VISN Su 10	N/28/12 Sun 3 45.3,45.4,45.5	2 2 cription 9-930A	Rate \$225.00 <u>Start/End Time</u> 9-930A 9-930A	<u>Lengti</u> :0:				Rate Type \$225.00 NM \$225.00 NM
46 10/22/12	10/22/12	General Hospital	2-3pm/1-2p	1	:30	1	\$350.00	NM	
Weeks: Spots: <u>#</u> C 1 W	VISN M 10		1 cription eral Hospital	Rate \$350.00 Start/End Time 2-3pm/1-2p 4.14	Lengtl	n <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$350.00 NM
48 10/15/12	11/05/12	Late News 10PM	10-1030p	1	:30	1	\$1,600.00	NM	
Weeks:	/ISN M 10/ Start Date 10/22/12	/15/12 10:29 PM Late <u>End Date</u> <u>MTWTFSS</u> 10/28/12 1	1 cription News 10PM Spots/Week 1	Rate \$1,600.00 Start/End Time 10-1030p Rate \$1,600.00	:30	n <u>Ad-ID</u>) DSCC12W	/104тн		<u>Rate Type</u> \$1,600.00 NM
Spots: # C 2 W		<u>Date</u> <u>Air Time</u> <u>Desi</u> /22/12 10:31 PM Late		Start/End Time 10-1030p		n <u>Ad-ID</u> DSCC12w	/105тн		<u>Rate Type</u> \$1,600.00 NM
49 10/15/12	11/05/12	The View	10-11am	1	:30	1	\$500.00	NM	
Weeks: Spots: <u>#</u> C 1 W		End Date MTWTFSS 10/21/12 1 Date Air Time Desc /15/12 10:32 AM The	1 cription	<u>Rate</u> \$500.00 <u>Start/End Time</u> 10-11am		<u>1 Ad-ID</u>) DSCC12w	т04тн		<u>Rate Type</u> \$500.00 NM



Invoice #

Invoice Date Invoice Month Invoice Period 939457-1 10/28/12 October 2012 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

www.wis	sn.com									
Line S	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
	10/15/12	11/05/12	The View	10-11am	1	:30	1	\$500.00	NM	
V	Veeks:		End Date MTWTFSS	Spots/Week	<u>Rate</u>					<u> </u>
s	Spots: # Ch	10/22/12 Day Air	10/28/12 1 Date Air Time Descri	1 ption	\$500.00 <u>Start/End Time</u>	Lengi	th Ad-ID			<u>Rate</u> Type
		SN M 10.	/22/12 The V 34.6,34.7,34.8,34.9,34.10	iew	10-11am		00			\$500.00 NM
51 1	10/15/12	11/05/12	ANDERSON COOPER	R M-F 11A-12P	1	:30	1	\$225.00	NM	
V	Veeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12 1	Spots/Week 1	<u>Rate</u> \$225,00					
s	pots: # Ch				Start/End Time		th Ad-ID	-0.4		Rate Type
W		Start Date 10/22/12		RSON COOPER Spots/Week 1	M-F 11A-12P <u>Rate</u> \$225.00	:3	30 DSCC12WI	LU4 IH		\$225.00 NM
s	pots: # Ch		Date Air Time Descri	ption	Start/End Time		th Ad-ID			Rate Type
	2 WIS	SN M 10/	/22/12 11:29 AM ANDE	RSON COOPER	M-F 11A-12P	:3	0 DSCC12W1	со5тн		\$225.00 NM
55 1	0/15/12	11/05/12	News M-F 5p	5-530pm	1	:30	1	\$1,000.00	NM	
V		Start Date 10/15/12	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$1,000.00					
S	pots: # Ch				Start/End Time		th Ad-ID	r0 form		Rate Type
W	1 WIS /eeks:	Start Date		vi-r-sp <u>Spots/Week</u>	5-530pm <u>Rate</u>	:3	O DSCC12WI	LU41H		\$1,000.00 NM
Sı	pots: # Ch	10/22/12 Day Air	10/28/12 1 Date Air Time Descri	1 otion	\$1,000.00 Start/End Time	Lenat	th Ad-ID			Rate Type
	2 WIS		22/12 5:28 PM News I		5-530pm		O DSCC12WI	:05тн		\$1,000.00 NM
56 1	0/15/12	11/05/12	News M-F 5a	5-6A	1	:30	1	\$350.00	NM	
W		Start Date 10/15/12	End Date MTWTFSS 10/21/12 1	Spots/Week 1	<u>Rate</u> \$350,00					
Sį	pots: # Ch	<u>Day</u> <u>Air</u>	Date Air Time Descri		Start/End Time		h Ad-ID			Rate Type
w		Start Date_		И-F 5а <u>Spots/Week</u>	5-6A <u>Rate</u>	:3	O DSCC12W1	:04тн		\$350.00 NM
ς,	pots: # Ch	10/22/12 <u>Day</u> Air	10/28/12 1 Date Air Time Descrip	1	\$350.00 Start/End Time	Lana	h Ad-ID			Boto Turo
3)	2 WIS		22/12 5:28 AM News I		5-6A		0 DSCC12W3	:05тн		<u>Rate Type</u> \$350.00 NM
57 1	0/08/12	11/05/12	News M-F 6p	6-630pm	1	:30	1	\$1,200.00	NM	
W		Start Date 10/08/12	End Date MTWTFSS 10/14/12 1	Spots/Week 1	<u>Rate</u> \$1,200.00		***			
Sp		Day Air			Start/End Time		h Ad-ID			Rate Type
W	leeks:	N M 10/ Start Date 10/15/12		и-н бр <u>Spots/Week</u> 1	6-630pm <u>Rate</u> \$1,200.00	:3	O DSCC12WI	ЮЗТН		\$1,200.00 NM
Sp	pots: # Ch	<u>Day Air</u>	Date Air Time Descrip		Start/End Time		h Ad-ID			Rate Type
W	eeks:	N M 10/ Start Date	End Date MTWTFSS	M-F 6p Spots/Week	6-630pm <u>Rate</u>	:3	O DSCC12WI	:04тн		\$1,200.00 NM
Sp	oots: <u>#</u> Ch	10/22/12 <u>Day Air</u>		ntion	\$1,200.00 Start/End Time	Lengt	h Ad-ID			Rate Type
·	3 WIS		22/12 6:27 PM News N		6-630pm		0 DSCC12WI	:05тн		\$1,200.00 NM
58 10	0/15/12	11/05/12	News M-F 6a	6-7A	1	:30	1	\$1,000.00	NM	
W		Start Date 10/15/12	End Date MTWTFSS 10/21/12 1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00				11 2111	



Invoice # Invoice Date Invoice Month Invoice Period 939457-1 10/28/12 October 2012 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1533

Line Start Dat	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
58 10/15/12	11/05/12	News M-F 6a	6-7A	1	:30	1	\$1,000.00	NM	
Spots: # (1 \ Weeks:	WISN M 10	ir Date <u>Air Time</u> <u>Des</u> 0/15/12 6:47 AM New <u>End Date</u> <u>MTWTFSS</u> 10/28/12 1	/s M-F 6a Spots/Week	Start/End Time 6-7A Rate		h <u>Ad-ID</u> O DSCC12W	/104тн		Rate Type \$1,000.00 NM
Spots: # 0	Ch <u>Day</u> A		<u>cription</u>	\$1,000.00 <u>Start/End Time</u> 6-7A		h <u>Ad-ID</u> 0 DSCC12w	и105тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
60 10/22/12	11/05/12	Entertainment Tonig	ht 630p-7pm	1	:30	1	\$850.00	NM	
Weeks: Spots: # 0	NISN M 10	10/28/12 1 ir Date <u>Air Time</u> Des	cription ertainment Tonight	Rate \$850.00 <u>Start/End Time</u> 630p-7pm 34.14	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$850.00 NM
61 10/08/12	11/05/12	Good Morning Amer	ica 7-9a	1	:30	1	\$1,000.00	NM	11
Weeks: Spots: <u>#</u> (1 V Weeks:		10/14/12 1 r <u>Date</u> <u>Air Time</u> <u>Desc</u> 0/08/12 7:24 AM Goo	1 cription d Morning America Spots/Week	<u>Rate</u> \$1,000.00 <u>Start/End Time</u> 7-9a <u>Rate</u> \$1,000.00		h <u>Ad-ID</u> 0 DSCC12w	т03тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
Spots: # 0 2 V Weeks:	Ch <u>Day Ai</u> VISN M 10	r Date Air Time Desc	cription d Morning America Spots/Week	Start/End Time 7-9a <u>Rate</u> \$1,000.00		h <u>Ad-ID</u> O DSCC12W	т04тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
Spots: <u>#</u> 0 3 V			cription d Morning America	Start/End Time 7-9a		h <u>Ad-ID</u> O DSCC12W	тостн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
63 10/15/12	11/05/12	LIVE WITH KELLY!	9-10am	1	:30	1	\$450.00	NM	
Weeks: Spots: <u>#</u> 0 1 W Weeks:	VISN M 10 Start Date	10/21/12 1 r Date <u>Air Time</u> Desc /15/12 9:49 AM LIVE <u>End Date</u> <u>MTWTFSS</u>	1 cription WITH KELLY!	Rate \$450.00 Start/End Time 9-10am Rate		h <u>Ad-ID</u> O DSCC12W	104тн		<u>Rate Type</u> \$450.00 NM
Spots: <u>#</u> C 2 V			ription WITH KELLY!	\$450.00 <u>Start/End Time</u> 9-10am		h <u>Ad-ID</u> O DSCC12w	105тн		<u>Rate</u> <u>Type</u> \$450.00 NM
64 10/06/12	10/06/12	PostBadger	PostBadger	S-	:30	1	\$1,000.00	NM	
Weeks: Spots: <u>#</u> 0 1 W	<u>Start Date</u> 10/01/12 Ch <u>Day Air</u> VISN Sa 10		1 2ription	<u>Rate</u> \$1,000.00 <u>Start/End Time</u> PostBadger		h <u>Ad-ID</u> O DSCC12w	103тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
65 10/06/12	10/06/12	BIG 12 BadgerPost	630-7p, 6-630p	S-	:30	1	\$1,500.00	NM	
Weeks: Spots: <u>#</u> C 1 W			1	Rate \$1,500.00 <u>Start/End Time</u> 630-7p, 6-630p		n <u>Ad-ID</u>) DSCC12W	103тн		<u>Rate Type</u> \$1,500.00 NM
66 10/04/12	10/04/12	LastResort	Thu 7-8p	T	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12T	<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00				,	



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

www.wisn.co	m						Spots/			
Line Star	t Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
66 10/0	4/12	10/04/12	LastResort	Thu 7-8p	T- - -	:30	1	\$3,000.00	NM	
Spots	s: <u>#</u> Ch				Start/End Time	***************************************	h Ad-ID			<u>Rate</u> Type
	1 WIS	SN Th 10.	/04/12 6:59 PM LastR	esort	Thu 7-8p	:3	O DSCC12W	103тн		\$3,000.00 NN
67 10/0	4/12	10/05/12	News M-F 5a	5-6A	TF	:30	1	\$350.00	NM	
Weel		10/01/12	End Date MTWTFSS 10/07/12TF	Spots/Week 1	Rate \$350.00					
Spots	s: # Ch 1 WIS	<u>Day Air</u> 3N Th 10			Start/End Time 5-6A	***************************************	<u>h Ad-ID</u> 0 DSCC12w:	103тн		Rate Type \$350.00 NM
68 10/0	6/12	10/06/12	Sa 458-6a	456-6AM	S-	:30	1	\$250.00	NM	700.00 [11]
Week		Start Date 10/01/12	End Date MTWTFSS 10/07/12S-	Spots/Week	<u>Rate</u> \$250.00					
Spots	s: <u>#</u> Ch 1 WIS	<u>Day</u> <u>Air</u> SN Sa 10/			Start/End Time 456-6AM		h <u>Ad-ID</u> 0 pscc12w:	103тн		<u>Rate Type</u> \$250.00 NM
69 10/07	7/12	10/07/12	Su 458-6a	458-6AM	S	:30	1	\$200.00	NM	
Week		Start Date 10/01/12	End Date MTWTFSS 10/07/12S	Spots/Week	Rate					
Spots	: <u>#</u> Ch	Day Air SN Su 10/	Date Air Time Descri		\$200.00 <u>Start/End Time</u> 458-6AM		<u>h Ad-ID</u> 0 DSCC12wi	г 03тн		<u>Rate</u> <u>Type</u> \$200.00 NM
70 10/04	1/12	10/05/12	KATIE COURIC	M-F 2-3P	TF	:30	2	\$400.00	NM	
Week	s:	Start Date 10/01/12	End Date MTWTFSS 10/07/12TF	Spots/Week 2	<u>Rate</u> \$400.00					
Spots	: <u>#</u> Ch	Day <u>Air</u> N Th 10/			Start/End Time M-F 2-3P		<u>h Ad-ID</u> 0 DSCC12W3	r02±11		Rate Type
	2 WIS		05/12 2:27 PM KATIE		M-F 2-3P		0 DSCC12W3			\$400.00 NM \$400.00 NM
71 10/04	1/12	10/05/12	Nightline	11p-1130p	TF	:30	1	\$1,500.00	NM	
Week		Start Date	End Date MTWTFSS	Spots/Week	Rate	***************************************				
Spots	: <u>#</u> Ch	10/01/12 Day Air	10/07/12TF Date Air Time Descri	1 otion	\$1,500.00 Start/End Time	Lengt	h Ad-ID			Rate Type
•	1 WIS		05/12 11:18 PM Nightlii		11p-1130p		0 DSCC12WI	с03тн		\$1,500.00 NM
72 10/06	6/12	10/06/12	INSIDE THE HUDDLE	INSIDE HUD 1035	5¢\$-	:30	1	\$250.00	NM	
Week		Start Date 10/01/12	End Date MTWTFSS 10/07/12S-	Spots/Week	Rate \$350.00					
Spots	: <u>#</u> Ch	Day Air		otion	\$250.00 Start/End Time	Lenat	h Ad-ID			Rate Type
•	_	N Sa 10/			INSIDE HUD 10		0 DSCC1.2WI	с03тн		\$250.00 NM
					Total Spots	23	30			

Payment Terms 30 Days

Gross Total \$210,650.00

Agency Commission

\$31,597.50

Net Amount Due \$179,052.50

Alt Order #





WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812 Billing: (781)433-4283

Billing Address:

Great American Media Attention: Accounts Payable 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Send Payment To:

Weeks:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Flight Dates

10/02/12 - 11/06/12	939457	06262067
Billing Calendar Broadcast	Billing Type Cash	Deal#
Special Handling		
IDB # 8091	Advertiser Code	Product Code 53
Agency Ref	Advertiser Ref	I

Order#

							Spoisi				
.ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
1	10/02/12	11/02/12	General Hospital	2-3pm/1-2p	-TWTF	:30	2	\$350.00	NM		
	Weeks:	Start Date 10/29/12	End Date MTWTFSS	Spots/Week	Rate						
	Spots: # Ch		11/04/12 -TWTF Date Air Time Descr	2 intion	\$350.00 Start/End Time	Lange	ים ו גיע אי			D-4- T	_
				ral Hospital	2-3pm/1-2p		<u>th Ad-ID</u> 00			<u>Rate</u> <u>T</u> \$350.00	ype NM
	3 441		57.6,57.7,57.8	аі поэрнаі	2-3piii/ 1-2p		0			\$350.00	IVIV
	10 WI			al Hospital	2-3pm/1-2p	:0	00			\$350.00	NN
	****	See MG	57.6,57.7,57.8								
2	10/02/12	11/02/12	Late News 10PM	10-1030p	-TWTF	:30	2	\$1,600.00	NM		
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate				•		
		10/29/12	11/04/12 -TWTF	4	\$1,600.00					_	
	Spots: # Ch				Start/End Time		h Ad-ID	-0.0		Rate T	•
			30/12 10:13 PM Late N		10-1030p		O DSCC12W1			\$1,600.00	
	14 WIS		31/12 10:12 PM Late N		10-1030p		O DSCC12WI				NN
	15 WI:		01/12		10-1030p		O DSCC12WI			\$1,600.00	
	12 7713	SN F 11/1	02/12 10:28 PW Late N	ews Tupivi	10-1030p	:3	U DSCCIZW.	LUBIH		\$1,600.00	NM
3	10/02/12	11/02/12	The View	10-11am	-TWTF	:30	2	\$500.00	NM		
•	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -TWTF	Spots/Week 4	<u>Rate</u> \$500.00						
	Spots: # Ch	<u>Day Air</u>	<u>Date</u> <u>Air Time</u> <u>Descri</u>	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate T	ype
	11 WIS	SN W 10/3	31/12 9:58 AM The Vi	ew	10-11am	:3	O DSCC12W1	:08тн		\$500.00	ΝN
	13 WIS	SN W 10/3	31/12 10:35 AM The Vi	ew	10-11am	:3	O DSCC12W	:08тн		\$500.00	ΝN
	14 WIS		01/12 10:54 AM The Vi		10-11am	:3	O DSCC12WI	т08тн		\$500.00	NM
	12 WIS	SN F 11/0	02/12 10:34 AM The Vi	ew	10-11am	:3	0 DSCC12W1	:08тн		\$500.00	NM
4	10/02/12	11/02/12	Late News 1030PM	1030p-11p	-TWTF	:30	1	\$950.00	NM		
1	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 -TWTF	Spots/Week 1	<u>Rate</u> \$950.00				. ,		
;	Spots: # Ch	<u>Day</u> Airi	Date <u>Air Time</u> Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Tv	ype
	5 WIS	SN Tu 10/3	30/12 10:46 PM Late N	ews 1030PM	1030p-11p	:3	O DSCC12W3	108тн			NM
5	10/02/12	11/02/12	Nightline	11p-1130p	-TWTF	:30	1	\$750.00	NM		

<u>Rate</u>

Spots/Week

MTWTFSS

Start Date End Date



DINVOICE A TE

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Sta		End Date	Description	Stårt/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
5 10	/02/12	11/02/12	Nightline	11p-1130p	-TWTF	:30	1	\$750.00	NM	
Spo	ots: <u>#</u> Ch 7 WIS	SN Th 11/			\$750.00 <u>Start/End Time</u> 11p-1130p	<u>Lengtl</u>	a <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$750.00 NM
	8 WIS		02/12 11:17 PM Nig	htline	11p-1130p	:30) DSCC1ZWI	нт80:		\$750.00 NM
6 10/	/02/12	11/02/12	ANDERSON COOF	ER M-F 11A-12P	-TWTF	:30	2	\$225.00	NM	
	eks: ots: <u>#</u> Ch	Start Date 10/29/12 Day Air	<u>End Date</u> <u>MTWTFS:</u> 11/04/12 -TWTF <u>Date</u> <u>Air Time</u> <u>Des</u>	- 4	Rate \$225.00 Start/End Time	Length	n Ad-ID			Rate Type
	14 WIS			DERSON COOPER	M-F 11A-12P		DSCC12WI			\$225.00 NM
	13 WIS			DERSON COOPER DERSON COOPER	M-F 11A-12P M-F 11A-12P) DSCC12WI) DSCC12WI			\$225.00 NM
	12 VVIS			DERSON COOPER	M-F 11A-12P) DSCC12WI			\$225.00 NM \$225.00 NM
7 10/	/09/12	11/02/12	THE CHEW	12P-1P	-TWTF	:30	2	\$300.00	NM	V. 20.00 (11)
We		Start Date 10/29/12	End Date MTWTFS: 11/04/12 -TWTF-		<u>Rate</u> \$300.00					
Spo	ots: <u>#</u> Ch 7 WIS	Day Air SN W 10/	<u>Date</u> <u>Air Time</u> <u>Des</u> 31/12 12:33 PM THE	cription CHEW	Start/End Time 12P-1P	:30	<u>1 Ad-ID</u>) DSCC12WI			<u>Rate</u> <u>Type</u> \$300.00 NM
	8 WIS	N Th 11/	01/12 12:31 PM THE	CHEW	12P-1P	:30) DSCC12WI	08тн		\$300.00 NM
8 10/	02/12	11/02/12	KATIE COURIC	M-F 2-3P	-TWTF	:30	2	\$400.00	NM	
Wee		Start Date 10/29/12	End Date MTWTFS5	2	<u>Rate</u> \$400.00					
Spo	ts: <u>#</u> Ch	<u>Day</u> <u>Air</u> N Tu 10/			Start/End Time		n Ad-ID	0070		Rate Type
	9 WIS		30/12 2:46 PM KAT 01/12 2:57 PM KAT		M-F 2-3P M-F 2-3P) DSCC12WI) DSCC12WI			\$400.00 NM \$400.00 NM
9 10/	02/12	11/02/12	3-4p	3-4p	-TWTF	:30	2	\$500.00	NM	V-100.00 14W
Wee		Start Date 10/29/12	End Date MTWTFSS		<u>Rate</u> \$500.00			·		
Spo	ts: <u>#</u> Ch 10 WIS	<u>Day Air</u> N Tu 10/	Date Air Time Des 30/12 3:55 PM 3-4p	cription	Start/End Time 3-4p		<u>Ad-ID</u>) DSCC12WI	08тн		<u>Rate</u> <u>Type</u> \$500.00 NM
	9 WIS	N F 11/	02/12 3:46 PM 3-4p		3-4p	:30) DSCC12WI	08тн		\$500.00 NM
10 10/	02/12	11/02/12	DR. OZ	4P-5P	-TWTF	:30	2	\$600.00	NM	<u></u>
Wee		Start Date 10/29/12	End Date		<u>Rate</u> \$600.00					
Spo	ts: # Ch	Day Air			Start/End Time		Ad-ID			Rate Type
	9 WIS 10 WIS		30/12 4:38 PM DR. 01/12 DR.		4P-5P <i>4P-5P</i>	:00) DSCC1ZWI o	.081H		\$600.00 NM \$600.00 NM
	70 4413		57.6,57.7,57.8	OZ.	417-517	.00				\$000.00 NW
11 10/0	02/12	11/02/12	News M-F 5p	5-530pm	-TWTF	:30	2	\$1,000.00	NM	
Wee		Start Date 10/29/12	End Date MTWTFSS		<u>Rate</u> \$1,000.00					
Spor	ts: <u>#</u> Ch	Day Air	Date <u>Air Time</u> Des	<u>cription</u>	Start/End Time		Ad-ID			Rate Type
	14 WIS		30/12 5:19 PM New	•	5-530pm		DSCC12WI			\$1,000.00 NM
	13 WIS	N VV 10/3	31/12 5:23 PM New	s M-⊢ 5p	5-530pm	:30) DSCC12WI	HT&V		\$1,000.00 NM



INVOICE

Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1533

ine Start Date	e End Date	Desc	cription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
11 10/02/12	11/02/12	New	s M-F 5p	5-530pm	-TWTF	:30	2	\$1,000.00	NM		
Spots: # 0			Air Time Des	cription	Start/End Time		Ad-ID			Rate	Тур
12 V	VISN F 11	/02/12	5:21 PM New	s M-F 5p	5-530pm	:30	DSCC12W	108тн		\$1,000.00	N C
12 10/02/12	11/02/12	New	s M-F 5a	5-6A	-TWTF	:30	2	\$350.00	NM		
Weeks:	Start Date 10/29/12	End D 11/04/			<u>Rate</u> \$350.00						
Spots: # 0	h <u>Day Ai</u>	r Date	Air Time Des	<u>cription</u>	Start/End Time	Length	Ad-ID			<u>Rate</u>	Түр
		/30/12	5:23 AM New	s M-F 5a	5-6A) DSCC12W			\$350.00	ΝĆ
		/31/12	5:25 AM New		5-6A) DSCC12W			\$350.00	
		/01/12	5:14 AM New		5-6A) DSCC12W			\$350.00	
12 V	VISN F 11	/02/12	5:29 AM New	s M-F 5a	5-6A	:30	DSCC12W	108тн		\$350.00) N
13 10/02/12	11/02/12	News	s M-F 6p	6-630pm	-TWTF	:30	2	\$1,200.00	NM		
Weeks:	Start Date 10/29/12	End D 11/04/			Rate \$1,200.00						
Spots: # C			Air Time Desc	_	Start/End Time	Length	Ad-ID			<u>Rate</u>	Tvo
12 V	/ISN Tu 10	/30/12	6:17 PM New		6-630pm	:30	DSCC12W	108тн		\$1,200.00	
13 V	/ISN W 10	/31/12	6:14 PM New	s M-F 6p	6-630pm	:30	DSCC12W	108тн		\$1,200.00) NI
14 V		/02/12		s M-F 6p	6-630pm	:00)			\$1,200.00	
	See MG	57.6,57	.7,57.8								
14 10/02/12	11/02/12	News	M-F 6a	6-7A	-TWTF	:30	2	\$1,000.00	NM		
Weeks:	Start Date 10/29/12	End D:		Spots/Week 4	<u>Rate</u> \$1,000.00					and the second	
Spots: # C			Air Time Desc	<u>ription</u>	Start/End Time	Length	Ad-ID			Rate	Tvp
12 W	/ISN Tu 10/	/30/12	6:23 AM News	s M-F 6a	6-7A	:30	DSCC12W	106тн		\$1,000.00	
15 V	/ISN W 10	/31/12	6:22 AM News	s M-F 6a	6-7A	:30	DSCC12W	108тн		\$1,000.00	N
		/01/12	6:43 AM News	s M-F 6a	6-7A		DSCC12W			\$1,000.00	N
13 W	ISN F 11	02/12	6:29 AM New	s M-F 6a	6-7A	:30	DSCC12W	108тн		\$1,000.00	N
15 10/02/12	11/02/12	Enter	tainment Tonigh	nt 630p-7pm	-TWTF	:30	2	\$850.00	МИ		
Weeks:	Start Date 10/29/12	End Da		Spots/Week 3	<u>Rate</u> \$850.00					<u></u>	-
Spots: # C	h <u>Day Air</u>	Date	Air Time Desc	ription	Start/End Time	Length	Ad-ID			Rate	Tvo
12 W	ISN Tu 10/	30/12	6:42 PM Ente	rtainment Tonight	630p-7pm	:30	DSCC12W	108тн		\$850.00	
10 W	ISN W 10/	31/12	6:47 PM Ente	rtainment Tonight	630p-7pm	:30	DSCC12W	108тн		\$850.00	NI
11 W	ISN Th 11/ See MG	01/12 57.6.57.		rtainment Tonight	630p-7pm	:00:)			\$850.00	
16 10/02/12	11/02/12		Morning Americ	ca 7-9a	-TWTF	:30	3	\$1,000.00	NM		
Weeks:	Start Date 10/29/12	End Da		Spots/Week 5	Rate \$1,000.00	•					
Spots: # C			Air Time Desc		Start/End Time	Length	Ad-ID			Rate	Type
		30/12		Morning America	7-9a		DSCC12w	106тн		\$1,000.00	
		31/12		Morning America	7-9a		DSCC12W			\$1,000.00	
		01/12		Morning America	7-9a		DSCC12W			\$1,000.00	
21 W		01/12		Morning America	7-9a	:30	DSCC12W	108тн		\$1,000.00	
		02/12	8:55 AM Good	Morning America	7-9a	:30	DSCC12W	108тн		\$1,000.00	
	44/02/42	111/5	WITH VELLY	0.40	7.176	.20	2	P450.00	111.4		
17 10/02/12	11/02/12	LIVE	WITH KELLY!	9-10am	-TWTF	:30	2	\$450.00	NM		



DU INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
17 10/02/12	11/02/12	LIVE WITH KELLY!	9-10am	-TWTF	:30	2	\$450.00	NM	
13 W 11 W	/ISN Tu 10/ /ISN W 10/ /ISN Th 11/	730/12 9:51 AM LIVE 731/12 9:36 AM LIVE 701/12 9:35 AM LIVE	4 <u>ription</u> WITH KELLY! WITH KELLY! WITH KELLY! WITH KELLY!	\$450.00 <u>Start/End Time</u> 9-10am 9-10am 9-10am 9-10am	:3 :3 :3	h <u>Ad-ID</u> 0 DSCC12w: 0 DSCC12w: 0 DSCC12w: 0 DSCC12w:	I08тн I08тн		Rate Type \$450.00 NM \$450.00 NM \$450.00 NM \$450.00 NM
19 10/08/12	11/05/12	Dancing	Prime Other	1	:30	1	\$5,000.00	NM	
Weeks: Spots: <u>#</u> C	/ISN M 10/ Start Date 11/05/12 h <u>Day Air</u> /ISN <i>M 11/</i>	29/12 8:35 PM Danc <u>End Date</u> <u>MTWTFSS</u> 11/11/12 1	ing <u>Spots/Week</u> 1 ription	Rate \$5,000.00 Start/End Time Prime Other Rate \$5,000.00 Start/End Time Prime Other	:3	h <u>Ad-ID</u> 0 pscc12w: h <u>Ad-ID</u> 0	тоетн		Rate Type \$5,000.00 NM Rate Type \$5,000.00 NM
20 10/22/12	10/29/12	Castle	Mon 9-10p	1	:30	1	\$4,000.00	NM	
Weeks: Spots: <u>#</u> Cl 2 W	ISN M 10/	End Date MTWTFSS 11/04/12 1 Date Air Time Description 29/12 Castle 34.6,34.7,34.8,34.9,34.1	e	Rate \$4,000.00 Start/End Time Mon 9-10p 44.14	Lengtl	n <u>Ad-ID</u> 0		• • • • • • • • • • • • • • • • • • • •	<u>Rate</u> <u>Type</u> \$4,000.00 NM
21 10/06/12	11/03/12	Late News Sa 10pm	10-1035p	1-	:30	1	\$600.00	NM	
Weeks: Spots: <u>#</u> Ch 5 W	Start Date 10/29/12 n <u>Day Air</u> ISN Sa 11/ LR - Fool	03/12 11:12 PM Late N		Rate \$600.00 <u>Start/End Time</u> 10-1035p	-	<u>1 Ad-ID</u>) BSCC12w1	говтн		Rate Type \$600.00 NM
23 10/06/12	11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$500.00	NM	
	Start Date 10/29/12 1 Day Air ISN Sa 11/6 See MG (ISN Su 11/6 MG for 23	03/12 News 23.11 04/12 4:58 PM News	Sa 6p-630p	Rate \$500.00 <u>Start/End Time</u> 6-630pm 530-6p	:0	n <u>Ad-ID</u> 0) DSCC12wi	108тн		Rate Type \$500.00 NM
24 10/13/12	11/03/12	Sa 458-6a	456-6AM	1-	:30	1	\$200.00	NM	
Weeks: Spots: <u>#</u> Ch 4 WI	Start <u>Date</u> 10/29/12 1 <u>Day</u> <u>Air I</u> SN Sa 11/0			Rate \$200.00 Start/End Time 456-6AM		1 <u>Ad-ID</u>) DSCC12W1	108тн		<u>Rate</u> <u>Type</u> \$200.00 NM
25 10/06/12	11/03/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$700.00	NM	
Weeks: Spots: <u>#</u> Ch	10/29/12	End Date MTWTFSS 11/04/12 1- Date Air Time Descr	Spots/Week 1 ption	Rate \$700.00 Start/End Time	Lengti	n Ad-ID			Rate Type



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
25 10/06/12	11/03/12	News Sa 6p-630	p 6-630pm	1-	:30	1	\$700.00	NM	7
Spots: # Ch 5 WI	ISN Sa 11.		Description Vews Sa 6p-630p	Start/End Time 6-630pm	Length	Ad-ID			<u>Rate</u> <u>Type</u> \$700.00 NM
6 WI	See MG See MG	/06/12 I	POLITICAL PROGRAM	POLITICAL PRO	OGI :00)			\$700.00 NM
7 WI	SN Tu 11, See MG	/06/12	POLITICAL PROGRAM	POLITICAL PRO	OGI :00)			\$800.00 NM
8 WI	SN Tu 11. MG for 2	/06/12 4:27 PM F :5.7 11/06	POLITICAL	VARIOUS	:30) DSCC12W	с08тн		\$800.00 NM
9 WI	SN Tu 11a MG for 2	706/12 4:47 PM F 5.6 11/06	POLITICAL	VARIOUS	:30) DSCC12W.	г08тн		\$700.00 NM
26 10/06/12	11/03/12	Sat GMA	6-7a	1-	:30	1	\$600.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWT 11/04/12		<u>Rate</u> \$600.00			***************************************		
Spots: <u>#</u> Ch 5 Wi	<u>Day Air</u> SN Sa 11/			Start/End Time 6-7a		Ad-ID DSCC12w1	08тн		<u>Rate</u> <u>Type</u> \$600.00 NM
27 10/20/12	11/03/12	SA 630-7p	630p-7p	1-	:30	1	\$500.00	NM	<u>, , , , , , , , , , , , , , , , , , , </u>
Weeks: Spots: <u>#</u> Ch 2 WI	SN Sa 11/		-1- 1 Description SA 630-7p	Rate \$500.00 Start/End Time 630p-7p	<u>Length</u> :00	<u>Ad-ID</u>			<u>Rate</u> <u>Type</u> \$500.00 NM
30 10/13/12	11/03/12	News Sat 7-9a	7-9am	1-	:30	1	\$450.00	NM	
Weeks: Spots: # Ch 4 Wis	Start Date 10/29/12 <u>Day Air</u> SN Sa 11/		-1- 1	<u>Rate</u> \$450.00 <u>Start/End Time</u> 7-9am		. <u>Ad-ID</u> . DSCC12w1	:08тн		<u>Rate</u> <u>Type</u> \$450.00 NM
31 10/07/12	11/04/12	Late News 10pm	10p-1030p	1	:30	1	\$1,600.00	NM	
Spots: # Ch	SN Su 11/		1 1	Rate \$1,600.00 Start/End Time 10p-1030p	<u>Length</u> :00				<u>Rate</u> <u>Type</u> \$1,600.00 NM
32 10/14/12	11/04/12	Late News SU 10	30PM 1030p-11p	1	:30	1	\$950.00	NM	
Spots: # Ch	SN Su 11/		1 1	<u>Rate</u> \$950.00 <u>Start/End Time</u> 1030p-11p	Length :00				<u>Rate</u> <u>Type</u> \$950.00 NM
33 10/14/12	11/04/12	Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	
Spots: # Ch			-1 1 escription	<u>Rate</u> \$200.00 <u>Start/End Time</u>	Length				Rate Type
	SN Su 11/0			458-6AM		DSCC12WI			\$200.00 NM
34 10/07/12	11/04/12	News Sun 530pm	530-6p	1	:30	1	\$500.00	NM	





Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start D	ate End Date	e Descripti	ion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
34 10/07/1	2 11/04/12	News Su	ın 530pm	530-6p	1	:30	1	\$500.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: #	<u></u> tCh <u>Day</u> A	<u> ir Date</u> <u>Ai</u>	r Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Typ
6	WISN Tu 1 MG for		:30 PM 3-4p :9,42.2,49.2,1	3.8,25.3,2.10,15.8,15	3-4p 5.6,46.1,3.5,5.4,20.2,34		O DSCC12WI	08тн		\$1,350.00 N
12	: WISN Tu 1 MG for		:26 AM Jimmy .9,42.2,49.2,1		1130-1230a / 11 5.6,46.1,3.5,5.4,20.2,34		O DSCC12WIO	08тн		\$250.00 NA
13	WISN W 1 MG for		:01 AM Jimmy .9,42.2,49.2,1		1130-1230a / 11 5.6,46.1,3.5,5.4,20.2,34		O DSCC12WI	08тн		\$250.00 NN
8	WISN Th 1 MG for		56 PM DR. O 9,42.2,49.2,1		4P-5P 5.6,46.1,3.5,5.4,20.2,34		O DSCC12WI	08тн		\$1,275.00 NM
10	WISN Th 1	1/01/12 7:	30 PM 46TH	ANNUAL CMA AWA		:3	O DSCC12WI	08тн		\$12,000.00 NN
g	WISN F 1	1/02/12 4:	12 PM DR. O	Z	4P-5P 5.6,46.1,3.5,5.4,20.2,34	:3	O DSCC12WI	НТ80		\$1,275.00 NN
11	WISN F 1	1/02/12 12:	28 AM Jimmy	Kimmel	1130-1230a / 11 5.6,46.1,3.5,5.4,20.2,34	P-1 :3	O DSCC12WI(О8тн		\$250.00 NN
Weeks:		End Date 11/04/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: <u>#</u> 5	Ch <u>Day A</u> WISN Su 1		Time Descri		Start/End Time 530-6p		<u>h</u> <u>Ad-ID</u> O DSCC12WI(08тн		<u>Rate Type</u> \$500.00 NN
35 10/07/1	2 11/04/12	Sun GMA	\	6-7a	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS	Spots/Week	<u>Rate</u> \$400.00					
Spots: #			Time Descri	•	Start/End Time	Lengt	h Ad-ID			Rate Type
	WISN Su 1		29 AM Sun G		6-7a		O DSCC12WI	Э8тн		\$400.00 NN
37 10/07/1	2 11/04/12	News Su	n 7-9a	7-9am	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: #	Ch <u>Day A</u>	<u>ir Date Air</u>	Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
5	WISN Su 1	1/04/12 8:	22 AM News	Sun 7-9a	7-9am	:3	O DSCC12WI(нт8С		\$400.00 NM
38 10/14/1	2 11/04/12	This Wee	k With Georg	e 5930-1030am	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00					
	Ch <u>Day</u> All WISN Su 11			<u>otion</u> /eek With George St	Start/End Time ephan 930-1030am		<u>h Ad-ID</u> O DSCC12WIO	Э8тн		Rate Type \$1,000.00 NM
41 10/02/1	2 10/30/12	PrivatePr	actice	Tue 9-10p	-1	:30	1	\$2,200.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS -1	Spots/Week	<u>Rate</u> \$2,200.00					<u>,</u>
Spots: <u>#</u> 3	Ch <u>Day</u> Ai WISN <i>Tu</i> 10	<u>ir Date</u> <u>Air</u>	Time Descrip	•	Start/End Time Tue 9-10p	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$2,200.00 NM
42 10/16/12	2 10/30/12	HappyEnd	d	Tue 8-9p	-1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$3,000.00				***************************************	
Spots: #			Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
3	WISN Tu 10)/30/12 8:4	19 PM Happyl	End	Tue 8-9p	:3	O DSCC12WI	08тн		\$3,000.00 NM



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

Line Start Date End I	ate Description		Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
44 11/03/12 11/03	/12 ABC Prime	College Foot	b7-1030p	2-	:30	2	\$1,300.00	NM	
Weeks: Start I 10/29/ Spots: # Ch Dav 2 WISN Sa	2 11/04/12 Air Date Air T	MTWTFSS 2- ime Descript ABC Pri	Spots/Week 2 ion me College Footbal	Rate \$1,300.00 Start/End Time 7-1030p	<u>Lengtl</u>	<u>Ad-ID</u>			Rate Type
Sec 1 WISN Sa	MG 57.6,57.7,57.8 11/03/12 6:59		me College Footbal	7-1030p	:30) DSCC12WI	:08тн		\$1,300.00 NM
45 10/28/12 10/28			9-930A	2	:30	2	\$225.00	NM	
Weeks: Start E		MTWTFSS	Spots/Week 2	<u>Rate</u> \$225.00					
Spots: <u>#</u> Ch <u>Dav</u> 6 WISN M	<u>Air Date</u> <u>Air Ti</u> 10/29/12 5:56	me Descript PM World N	<u>ion</u> ews Tonight	Start/End Time M-Su 530-6p	:30	<u>Ad-ID</u>) DSCC12WI	:07тн		<u>Rate</u> <u>Type</u> \$4,000.00 NM
3 WISN <i>Tu</i> See	10/30/12 MG 45.6	World N	ews Tonight	M-Su 530-6p	:00)			\$4,000.00 NM
4 WISN W MG	10/31/12 5:55 for 28.2,18.1,13.11	PM World No. 25.4,23.4,2.1		M-Su 530-6p	:30) DSCC12WI	:08тн		\$4,000.00 NM
5 WISN Sa See	11/03/12 MG 25.6,25.7	College	Football Game #1	11a-230	:00)			\$800.00 NM
47 11/06/12 11/06	12 General Ho	spital	2-3pm/1-2p	-1	:30	1	\$350.00	NM	
Weeks: <u>Start D</u> 11/05/	***************************************	<u> 1TWTFSS</u> -1	Spots/Week 1	<u>Rate</u> \$350.00					
Spots: <u>#</u> Ch <u>Day</u> 1 WISN Tu		<u>me</u> <u>Descript</u> PM General		Start/End Time 2-3pm/1-2p		<u>Ad-ID</u>) DSCC12WI	т08тн		<u>Rate</u> <u>Type</u> \$350.00 NM
48 10/15/12 11/05	12 Late News 1	IOPM	10-1030p	1	:30	1	\$1,600.00	NM	
Weeks: Start D 10/29/ Spots: # Ch Day 3 WISN M Weeks: Start D 11/05/	2 11/04/12 1 <u>Air Date</u> <u>Air Ti</u> 10/29/12 10:25 ate <u>End Date</u> <u>Mare</u>	ATWTFSS L me Descripti PM Late Nev ATWTFSS		Rate \$1,600.00 Start/End Time 10-1030p Rate \$1,600.00		<u>i Ad-ID</u>) DSCC12w1	:06тн		<u>Rate</u> <u>Type</u> \$1,600.00 NM
	Air Date Air Ti	me <u>Descripti</u> PM Late Nev		Start/End Time 10-1030p		Ad-ID DSCC12W1	1780		<u>Rate</u> <u>Type</u> \$1,600.00 NM
49 10/15/12 11/05	12 The View		10-11am	1	:30	1	\$500.00	NM	
3 WISN M	2 11/04/12 1 <u>Air Date Air Tir</u> 10/29/12 10:59 <u>ate End Date</u>	MTWTFSS L me Descripti AM The View		Rate \$500.00 Start/End Time 10-11am Rate \$500.00		<u>i Ad-ID</u>) DSCC12WI	:06тн		<u>Rate</u> <u>Type</u> \$500.00 NM
	Air Date Air Tir	me <u>Descripti</u> AM The Viev		Start/End Time 10-11am		<u>Ad-ID</u> DSCC12W1	:08тн		<u>Rate</u> <u>Type</u> \$500.00 NM
50 11/06/12 11/06/	12 The View		10-11am	-,1	:30	1	\$500.00	NM	
Weeks: Start D		<u> 1TWTFSS</u>	Spots/Week 1	<u>Rate</u> \$500.00					
	Air Date Air Tir	me Descripti AM The View	•	Start/End Time 10-11am		<u>Ad-ID</u> DSCC12WI	08тн		<u>Rate</u> <u>Type</u> \$500.00 NM
51 10/15/12 11/05/	12 ANDERSON	COOPER	M-F 11A-12P	1	:30	1	\$225.00	NM	



INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

1717.171011.00111						Spots/			
Line Start D	ate End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
51 10/15/1	2 11/05/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$225.00	NM	
Weeks:	10/29/12	End Date MTWTFSS 11/04/12 1	Spots/Week 1	<u>Rate</u> \$225.00					
Spots:	<u>ŧ</u> Ch <u>Day Ai</u> s WiSN M 10			Start/End Time M-F 11A-12P		<u>h Ad-ID</u> O DSCC12WI	06тн		<u>Rate</u> <u>Type</u> \$225.00 NM
Weeks:		End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$225.00	.0	0 baccieni	55111		φ223.00 INW
1 .	t Ch <u>Day Ai</u> WISN M 11			Start/End Time M-F 11A-12P		h <u>Ad-ID</u> O DSCC12WI	08тн		<u>Rate</u> <u>Type</u> \$225.00 NM
52 10/29/1	2 11/05/12	3-4p	3-4p	1	:30	1	\$500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 1	Spots/Week 1	<u>Rate</u> \$500.00					
	Ch <u>Day Ai</u>		<u>tion</u>	Start/End Time		h Ad-ID			Rate Type
Weeks:	WISN M 10	0/29/12 3:59 PM 3-4p End Date MTWTFSS	Spots/Week	3-4p Rate	:3	O DSCC12WI	06тн		\$500.00 NM
vvccks.	11/05/12	11/11/12 1	1	\$500.00					
	Ch Day Ai		<u>tion</u>	Start/End Time		h <u>Ad-ID</u>	0.0-11		Rate Type
4	WISN M 11			3-4p		0 DSCC12WI	JOIH		\$500.00 NM
53 11/06/1	2 11/06/12	3-4p	3-4p	-1	:30	1	\$500.00	NM	-
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 -1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00				(111-11	<u></u>
Spots: <u>#</u> 1	Ch <u>Day Ai</u> WISN Tu 11		<u>tion</u>	Start/End Time 3-4p		<u>h Ad-ID</u> O DSCC12WI	08тн		<u>Rate</u> <u>Type</u> \$500.00 NM
54 10/29/1	2 11/05/12	DR. OZ	4P-5P	1	:30	1	\$600.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 1	Spots/Week 1	<u>Rate</u> \$600.00					
Spots: #	Ch <u>Day Air</u>			Start/End Time	Lengt	h Ad-ID			Rate Type
1 Weeks:		1/29/12 4:39 PM DR. OZ End Date <u>MTWTFSS</u>	Spots/Week	4P-5P Rate	:3	O DSCC12WI	Э6тн		\$600.00 NM
vveeks.	11/05/12	End Date MTWTFSS 11/11/12 1	<u>3pots/vveek</u> 1	\$600.00					
	Ch <u>Day Air</u> WISN M 11		<u>ion</u>	Start/End Time 4P-5P		<u>h Ad-ID</u> O DSCC12WI	08тн		<u>Rate</u> <u>Type</u> \$600.00 NM
55 10/15/1	2 11/05/12	News M-F 5p	5-530pm	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: #	Ch <u>Day Air</u>		<u>ion</u>	Start/End Time	<u>Lengti</u>	h Ad-ID			Rate Type
Weeks:	WISN M 10. Start Date	/29/12 5:14 PM News M End Date MTWTFSS	-F 5p <u>Spots/Week</u>	5-530pm Rate	:3	O DSCC12WI	06тн		\$1,000.00 NM
0	11/05/12	11/11/12 1	1	\$1,000.00	1	. A.I.ID			D
Spots: <u>#</u>	WISN M 11	Date Air Time Descript 105/12 News M		Start/End Time 5-530pm	Lengti :0	h <u>Ad-ID</u> O			<u>Rate Type</u> \$1,000.00 NM
		57.6,57.7,57.8	. 06						\$1,000.00 1VIII
56 10/15/1	2 11/05/12	News M-F 5a	5-6A	1	:30	1	\$350.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 1	Spots/Week 1	<u>Rate</u> \$350.00					
Spots: #	Ch Day Air		•	Start/End Time	Lenati	h Ad-ID			Rate Type
3	WISN M 10	/29/12 5:25 AM News M	-F 5a	5-6A		O DSCC12WI	06тн		\$350.00 NM
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					



JINVOICE A TE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

	0. (5.)	E 18 (04 (47 17)			Spots/		_	
_		End Date		ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
5	6 10/15/12	11/05/12	News	6 M-F 5a 	5-6A	1	:30	1	\$350.00	NM	
	Spots: # Ch 4 WI		<u>Date</u> /05/12	Air Time Descrip		Start/End Time 5-6A		th <u>Ad-ID</u> 30 DSCC12W	л 108тн		<u>Rate</u> <u>Type</u> \$350.00 NM
5	7 10/08/12	11/05/12		M-F 6p	6-630pm	1	:30	1	\$1,200.00	NM	4000.00 1418
	Weeks:	Start Date	End Da		Spots/Week	Rate			.,		
	vveeks.	10/29/12	11/04/	1	1	\$1,200.00					
	Spots: # Ch		<u>Date</u> /29/12	Air Time Descrip News N		Start/End Time 6-630pm		th <u>Ad-ID</u> 10			Rate Type \$1,200,00 NM
		See MG	57.6,57.	7,57.8	•	,					
	8 WI			10:58 PM Late Ne ,44.2,55.4,41.3,13		1030p-11p ,31.5,1.9,1.10,57.5,57.		O DSCC12W	ч 108тн		\$1,550.00 NM
	7 WI	SN Su 11/		7:39 PM Once	14 10 5 15 11 32 4	Sun 7-8p ,31.5,1.9,1.10,57.5,57.4		O DSCC12W	т08тн		\$7,000.00 NM
	6 WI	SN M 11/	05/12	7:50 PM Dancing)	Prime Other	:3	O DSCC12w	нт801		\$10,000.00 NM
	Weeks:	MG for 5 Start Date			.14,19.5,15.11,32.4, Spots/Week	31.5,1.9,1.10,57.5,57.4 Rate	4				
		11/05/12	11/11/1	2 1	1	\$1,200.00	Land	L A -1 IPS			B
	Spots: # Ch 5 WI		<u>Date</u> /05/12	Air Time Descrip		Start/End Time 6-630pm		<u>:h Ad-ID</u> 90			Rate Type \$1,200,00 NM
		See MG	<i>57.6,57</i> .	7,57.8							
58	3 10/15/12	11/05/12	News	M-F 6a	6-7A	1	:30	1	\$1,000.00	NM	
	Weeks:	Start Date 10/29/12	End Da		Spots/Week 1	<u>Rate</u> \$1,000.00					
	Spots: # Ch	<u>Day Air</u>		Air Time Descript	tion .	Start/End Time	Lengi	h Ad-ID			Rate Type
	3 WIS Weeks:	SN M 10/ Start Date	29/12 Fnd Da	6:24 AM News Mate MTWTFSS	i-F 6a <u>Spots/Week</u>	6-7A Rate	:3	O DSCC12W	106тн		\$1,000.00 NM
		11/05/12	11/11/1	2 1	1	\$1,000.00					
	Spots: # Ch 4 WIS		<u>Date</u> 05/12	Air Time Descript 6:21 AM News M		Start/End Time 6-7A		<u>h Ad-ID</u> 0 DSCC12w	108тн		<u>Rate Type</u> \$1,000.00 NM
59	11/06/12	11/06/12	News	M-F 6a	6-7A	-1	:30	1	\$1,000.00	NM	
	Weeks:	Start Date	End Da		Spots/Week	Rate					
	Spots: # Ch	11/05/12 <u>Day Air</u>	11/11/1 Date	2 -1 Air Time Descript	1 tion	\$1,000.00 Start/End Time	Lenat	h Ad-ID			Rate Type
		SN Tu 11/		6:24 AM News M		6-7A		0 DSCC12W	108тн		\$1,000.00 NM
60	10/22/12	11/05/12	Enterl	ainment Tonight	630p-7pm	1	:30	1	\$850.00	NM	
		Start Date 10/29/12	End Da		Spots/Week	<u>Rate</u> \$850.00					
	Spots: # Ch			Air Time Descript	ion_	Start/End Time		h Ad-ID			Rate Type
	2 WIS Weeks:	SN M 10/3 Start Date	29/12 End Da	6:22 PM Entertain	nment Tonight Spots/Week	630p-7pm Rate	:3	O DSCC12W	106тн		\$850.00 NM
		11/05/12	11/11/1	2 1	1	\$850.00					
	Spots: # Ch 3 WIS		<u>Date</u> 05/12	Air Time Descript 6:54 PM Entertain		Start/End Time 630p-7pm		<u>h Ad-ID</u> 0 DSCC12W	108тн		<u>Rate</u> <u>Type</u> \$850.00 NM
61	10/08/12	11/05/12		Morning America		1	:30	1	\$1,000.00	NM	QUOU.OU INIVI
ļ			End Da			Pata		•			
		Start Date 10/29/12	11/04/1	1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00					
	Spots: # Ch 4 WIS	Day Air	<u>Date</u> 29/12	Air Time Descript 7:58 AM Good Me		<u>Start/End Time</u> 7-9a		<u>h Ad-ID</u> 0 DSCC12w	тобтн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
I		Start Date			Spots/Week	Rate		ODJECTEN			WINI DOCUMENT



Payment Terms 30 Days

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
939457-2	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1533

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
61	10/08/12	11/05/12	Good Morning America	7-9a	1	:30	1	\$1,000.00	NM	
		11/05/12	11/11/12 1	. 1	\$1,000.00					
	Spots: # Ch 5 Wis		Date Air Time Descript /05/12 7:43 AM Good M		Start/End Time 7-9a	***************************************	h <u>Ad-ID</u> 0 DSCC12w	ит80ги		Rate Type \$1,000.00 NM
62	11/06/12	11/06/12	Good Morning America	7-9a	-1	:30	1	\$1,000.00	NM	
	Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 -1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00					
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
L	1 WIS	SN Tu 11/	06/12 7:49 AM Good M	orning America	7-9a	:3	0 DSCC12W	/108тн		\$1,000.00 NM
63	10/15/12	11/05/12	LIVE WITH KELLY!	9-10am	1	:30	1	\$450.00	NM	<u>,</u>
		Start Date 10/29/12	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: # Ch				Start/End Time		h <u>Ad-ID</u>			Rate Type
	3 WIS		29/12 9:43 AM LIVE WI		9-10am	:3	O DSCC12W	/106тн		\$450.00 NM
		Start Date 11/05/12	End Date MTWTFSS 11/11/12 1	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: # Ch		Date Air Time Descript	ion_	Start/End Time	Lengt	h Ad-ID			Rate Type
	4 WIS	SN M 11/	05/12 9:45 AM LIVE WI	TH KELLY!	9-10am	:3	O DSCC12w	/108тн		\$450.00 NM
					<u>Total Spots</u>		98			

Gross Total

\$110,650.00

Agency Commission

\$16,597.50

Net Amount Due

\$94,052.50